

December, 1917

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Electrical Merchandising

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The Westinghouse Electric Company offers the electrical dealer an opportunity for big Christmas business through its widely advertised apparatus, and its excellent display material and sales helps.

Westinghouse Electric & Manufacturing Co.
East Pittsburgh, Pa.



Westinghouse



for 1918
a Calendar by
Maxfield Parrish

THE painting which this calendar faithfully reproduces will perhaps rank as one of the fine examples of Maxfield Parrish's art. With his renowned brush he has expressed "Light" as symbolized by the Edison MAZDA Lamp.

The distribution of this calendar is an opportunity not to be overlooked by any Edison MAZDA Agent or Distributor.

The popular demand for this calendar will be accentuated by the reproduction of the painting as a full page advertisement in color on the inside back cover of *Ladies' Home Journal* for January, and as a color insert in the February issues of *Atlantic Monthly*, *Century*, *Harper's Magazine*, *Popular Science Monthly*, *Review of Reviews*, *Scribner's* and *World's Work*, with a combined circulation of more than two and a half million.

The production of this calendar in large quantities brings down the unit cost to a very economical figure.

The calendar is offered exclusively to Edison MAZDA Agents and Distributors at actual cost. It may be had in two sizes:

4" x 9", printed by four-color process
(Mailing Envelopes supplied)

7 1/2" x 17", lithographed in ten colors
(Corrugated cardboard mailing containers supplied)

Write for prices at once and send orders early to insure delivery by January 1st. State size and quantity. Send with order exact wording for your imprint.



Edison Lamp Works
of General Electric Company
HARRISON, N. J.



EDISON MAZDA





F. M. FEIKER
Editorial Director

Electrical Merchandising

The Monthly Magazine of the Electrical Trade

O. H. CALDWELL
Editor

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ON THE WIRE WITH THE EDITORS



Electrical Merchandising and the War

THE successful prosecution of the war depends as much on conserving the country's man power and resources at home as on the equipment of its armies.

ELECTRICAL MERCHANDISING'S war efforts are therefore being directed along the lines of:

1. Helping electrical contractors and central station commercial men equip munition and war-supplies factories with motor drive and with improved lighting, thus making labor more effective.

2. Pointing out to electrical merchants methods of "speeding up" and simplifying store operation, deliveries, etc., in the face of the inroads of recruiting, and of rising operating costs. It is the result of such increases in efficiency of distribution that the ultimate customer has been able to enjoy the convenience of labor-saving appliances with slight increases in retail prices not at all comparable with the tremendous rise in the costs of corresponding raw material.

3. Joining in with the "save the food" campaign, showing the men who sell electricity and electrical goods ways their customers can save food with the electric range, the new electrical preserving methods, and by the minimizing of waste with electric table cookery. Incidental to this, ELECTRICAL MERCHANDISING'S "Lighten the Labor in the Home" campaign has helped put all

kinds of labor-saving appliances in the household, making the war-wife's work easier and releasing hundreds of domestic servants for munition-factory service.

ELECTRICAL MERCHANDISING stands with President Wilson in being ready to see this war job through. And it will continue using every means at its command to bring forcefully before its readers every possible way in which electrical men in America can support and strengthen the battle lines in Flanders and France.

We Are Now in Our New Home

THE offices and equipment of both the constituent units in the consolidated McGraw-Hill Publishing Company are now under one roof, in the splendid great publishing plant owned by the company at Tenth Avenue and Thirty-sixth Street, New York City.

In the confusion incident to the removal of ELECTRICAL MERCHANDISING'S headquarters from our old home on West Thirty-ninth Street to the new building there may be some slight delay in your receiving your copies of ELECTRICAL MERCHANDISING.

For this we ask your indulgence, with the assurance that after readjustments have been made, the combined facilities of the two big plants will leave nothing to be desired in the way of prompt and efficient service.

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Vice-President and General Manager

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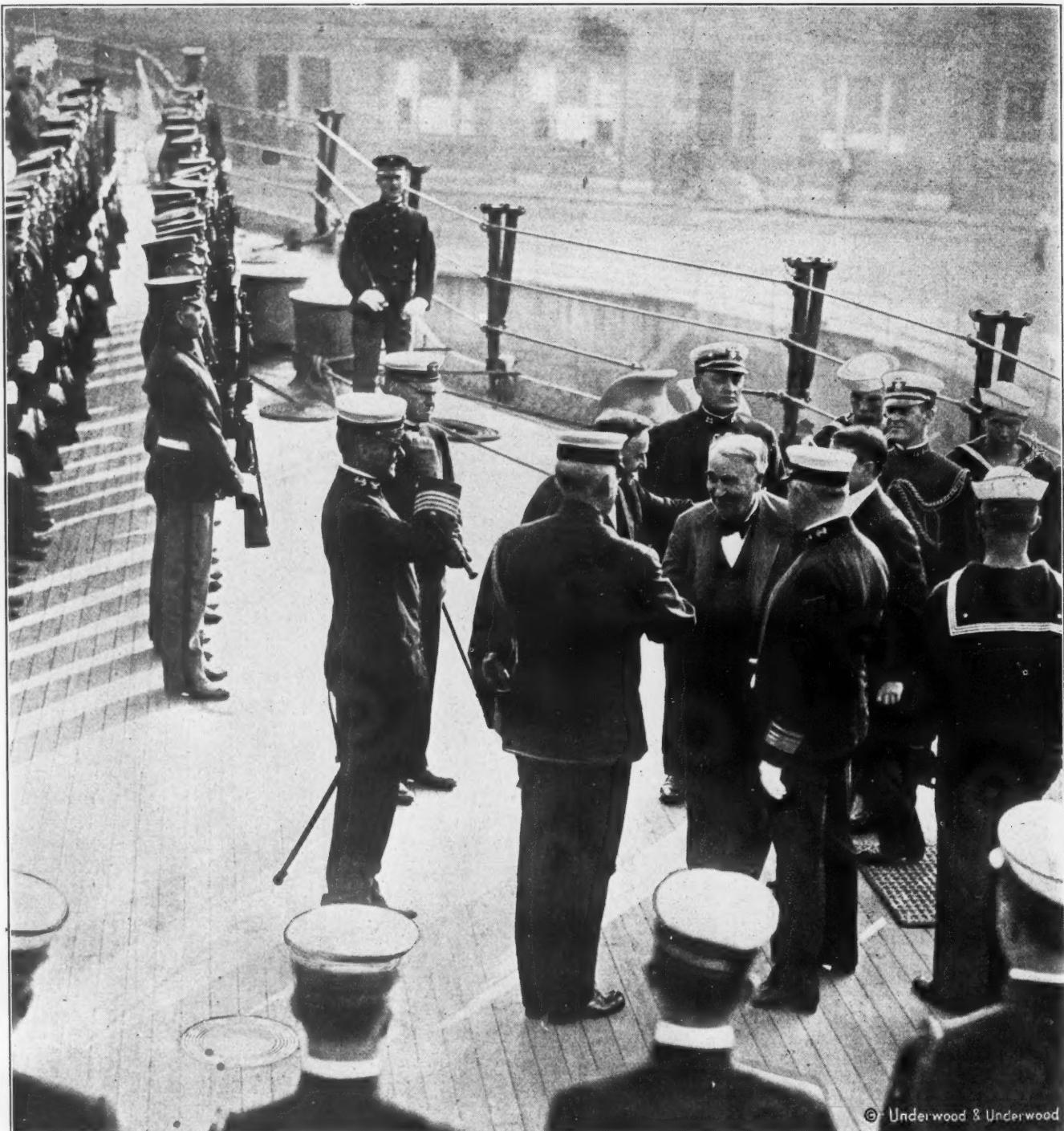
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ELECTRICAL MERCHANDISING—MEMBER SOCIETY FOR ELECTRICAL DEVELOPMENT, INC.—"DO IT ELECTRICALLY"



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"You ask me what I think is the business man's duty to his country at this hour. In my opinion, his duty can be summed up in two words: 'Go Ahead.'

"This nation has assumed an obligation which practically amounts to this: We have agreed to save Democracy from Despotism, no matter what the cost may be. The nation is not a third person — the nation is ourselves. The nation's obligation is our obligation, and each of us should work a little harder than he had ever worked before and produce a little more than he had ever produced before in order that he may be the better able to discharge his share of the obligation which the nation has assumed."—THOMAS A. EDISON.

Electrical Merchandising

The Monthly Magazine of the Electrical Trade

With which is incorporated ELECTRICAL MERCHANDISE

Volume 18

December, 1917

Number 6

Are We Worth Dying For?

ONE of the New York newspapers the other day reproduced the following letter in its correspondence column:

To the Editor of *The Tribune*.

Sir: In connection with the proclaimed day of prayer yesterday I heard an eminent divine in a church uptown. He brought out one thought that should not die within the walls of sanctuary. After a vivid and personal description of the impressions of his visit and talk to the boys at Yaphank he said a thought that had forced itself upon him was, "Were we worth dying for?" Thousands of men are going across to make the great sacrifice, if necessary, and were we doing our part to make the sacrifice worth while?

Let you and other editors ask every man, woman and child to face that question squarely. Men are going across by the hundred thousand. Are you so doing your part that you are worth dying for?

GEORGE N. COLE.

Are We Worth Dying For?

The straight question asked by this correspondent coincides so closely with the purpose the publishers of ELECTRICAL MERCHANDISING had in preparing the colored poster "Is This My Boy?" distributed with this issue, that we offer the query as part of the sobering message of the picture.

Are we worth dying for—who grasp at profits, who indulge our appetites, who waste effort or means, in the face of the tragedy of war?

Is the manufacturer worth dying for—who urges prices beyond need or reason, because under war conditions he can "get away with it"?

Is the distributor worth dying for—who piles on profits because "everybody is doing it"?

Is the employee worth dying for who holds back, or strikes, at a time when the man-power of the nation is sorely needed?

Is any of us worth dying for who safely and selfishly makes capital of this war—or who neglects the smallest opportunity for serving, in whatever manner lies nearest to his hand?

* * * *

And as from ELECTRICAL MERCHANDISING'S office windows we watch transport after transport slip down the channel of the lower Hudson, each deck a brown line of khaki-clad Americans bound for France—it seems to us that we in all America need right now a deeper realization of our duties and responsibilities in this crisis of humanity—and a determination to shape every word and act of our personal and business life so as to be worthy of the supreme sacrifice those gallant fellows may undergo "over there."

In brief, let each of us try humbly to be at least "worth dying for."

"Lighten the Labor of the Home"

Christmas Week—And After



Ten Definite Suggestions That Will Sell More Gifts — And Something About the January Outlook

By W. E. BAYARD

ALL the high pressure in the Christmas selling comes within the last week or ten days before that festival of rest and pleasure—Dec. 25. And no matter how hard you have worked so far, you've got to go it harder. No matter how you have spurred your ingenuity so far to get new ideas in displaying goods, you've got to better it.

No matter how successfully you've planned and pushed your advertising, you have got to strengthen it. No matter how you've tried to reach old customers and bring them to your store, you've got to think up new and surer ways—because from now till Christmas Eve, all day and evenings, shopping crowds will be surging, and the other merchants will redouble all their efforts to corral the dollars. But some of these good dollar bills are yours—don't give them up.

"What can I do?" says the busy dealer. "I've worked my head off, and

the stock is getting low and the time is so short that there's no chance to start new things."

Well, under just these circumstances, I suggest the following:

1. Get a report at once on what appliances have been sold to date as

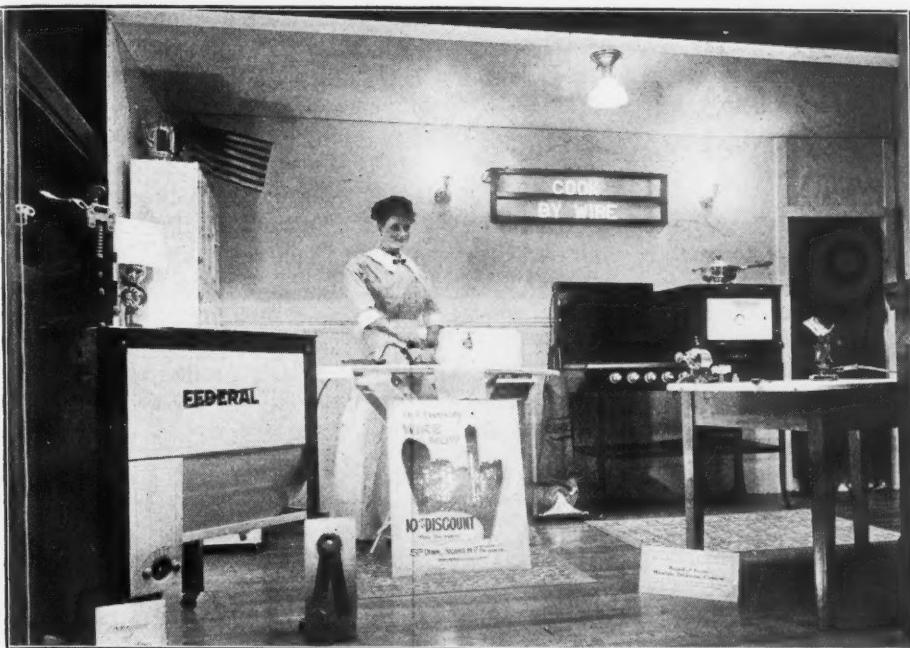
Christmas Gifts—how many of each kind, and just how many you have left in stock. Some you will find have been the favorites. They're selling themselves and will continue selling stronger to the end. Be sure you have enough—more than enough—and wire an order to the nearest supply point if there is any doubt about the sufficiency of your supply.

2. Then take those other gift appliances that haven't sold so well and get behind them. Letter up some signs describing them, bragging about them, and make them a feature in the display. Instruct the sales people to show them to every customer.

3. Go out to-night with your wife and daughter on a little sleuthing expedition and examine all the other stores and windows. You will find a lot of new ideas that you can change a bit and use yourself effectively. See what it is that catches the *feminine* eye and interest, and apply it.



If Christmas is above all a time of happiness for the young folks, the electrical dealer's window may well reflect this idea, assured that displays that attract the attention of little girls who want electric stoves and boys who demand electric trains, will hold the interest of the old folks, too.



At no Christmas-time in the memory of the present generation has the drift been so marked toward giving "useful gifts." And no Christmas in the history of the industry has witnessed such an array of electrical helps to "Lighten the Labor of the Home"—household devices that make the ideal presents in this practical year of war tribulation.

No more effective Christmas window can be displayed, therefore, than an all-electric kitchen like the Brockton (Mass.) window here pictured. It offers many a suggestion to the inquiring gift-seeker. Besides the prominent devices, like the washing machine, iron, sweeper, range, toaster and chafing dish—note the electric coffee grinder at the left, and the bracket lamps at the two very places the housewife needs them most—over the sink and over the range.

4. Get a report, a list, of all the sales that have been charged and what appliances each one has bought. Then have someone call up these customers on the telephone and suggest *more* gift appliances. Suggest a definite appliance that this particular person will probably like, judging from the one she bought.

SELL TO THE BUSINESS MEN

5. Take this same list and send someone to call upon the husbands of the women who have purchased, at their offices. Tell them that their wives have been to the Electric Shop and seem particularly interested. Suggest a group of other devices as his gift to her.

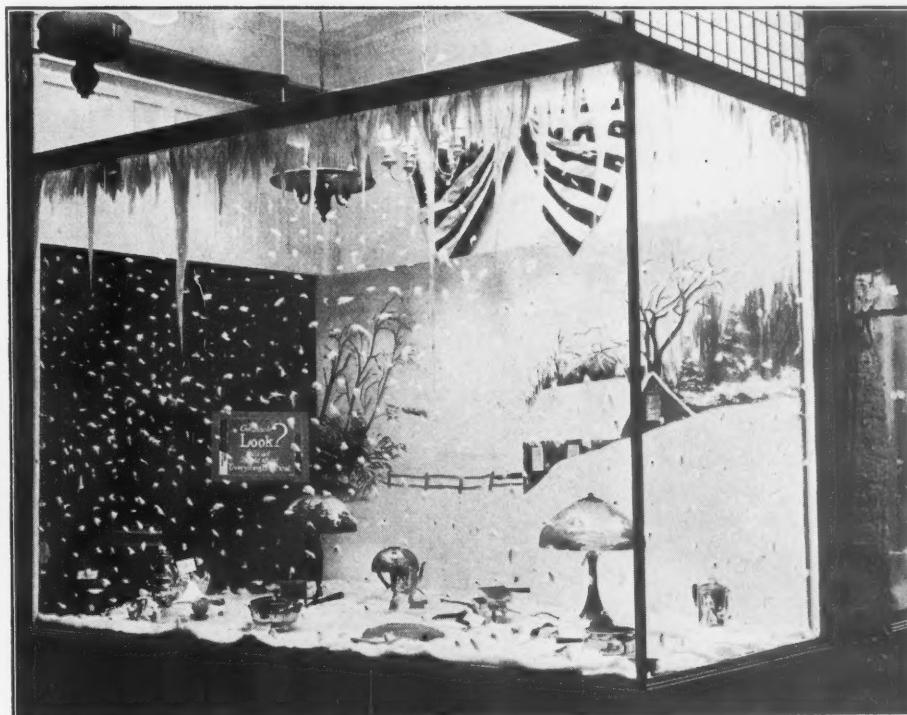
6. Announce, if you have not done so as yet, that gift appliances purchased from now on will not be billed until Feb. 1. The shopping lists are long, and the appropriation by this time begins to show signs of stretching. This offer will appeal to all.

7. Get out a personal letter to a list of homes on the electric Christmas tree outfit. This is the time to sell them. To support it offer to equip a Sunday school tree without charge. Announce it in an ad and offer it to the first applicant. You will get a lot of good publicity this way.

8. Dig out all your shop-worn stock

and hang-over appliances and feature them the last week as a bargain sale, with prices marked down in accordance with condition. Polish them up a little and you'll sell the lot.

9. Buy a lot of little toys that cost



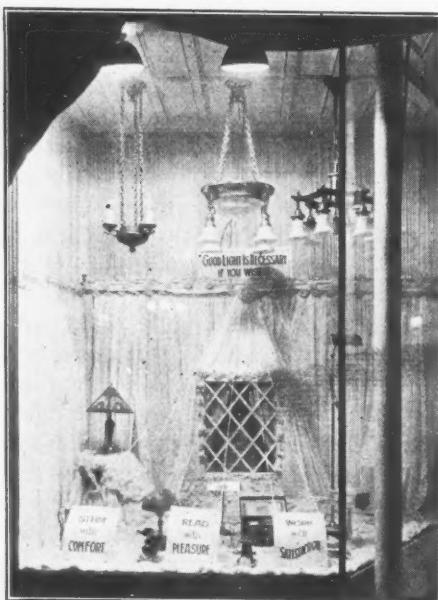
"Got time to look? We've got time to show—everything electrical"—is the invitation on the placard in this novel window arranged by Louis E. Ragan for the Rome (N. Y.) Electric Light & Power Company. The background was a winter scene painted by one of the company's employees, the snow-flakes were made by pasting tufts of cotton on the window-pane, and the icicles were painted on the window glass with whiting.

about a quarter, wrap them up in little boxes and then advertise that for the last four days of Christmas shopping every child accompanying a purchaser of gift appliances will receive a toy off of your sidewalk Christmas tree. Issue a check to every such customer that will entitle her child to such a toy as she leaves the store. There will be big publicity in this.

10. Offer to split your profit with your employees on any gift goods sold to their personal friends. Get them to make a list of names. Get out a special letter which the employees can personally sign. Have them use the telephone and offer an extra prize to the employee who sells the most goods in this way.

THIS "LAST MINUTE" MARKET IS A RECEPTIVE ONE

These are ten things to do in the electric store between now and Dec. 24, and every one of them will make good money for you. For every shopper is growing tired and more eager for a new suggestion, just a bit of help in making her selections. They're searching the papers for just such ideas. They're searching stores and windows for the very kind of gifts you offer. But their minds are full, and what you need to capture their attention and bring them to you past the other stores and other windows—is



Even the contractor and fixture dealer who sells only lighting equipment can put real selling power into his show window this Christmas time. The picture illustrates a striking display originated by the Winchester Electric Company of Charlotte, N. C., featuring the subject of good lighting, and making use of an old window sash and a "cut-out" resurrected from an earlier sales campaign.

just some such keen merchandising tricks as those described in this article. Watch the results.

And after Christmas—what? The month of January has been listed on the schedule of co-operative sales and advertising as a period for clearance sales.

When Christmas is over, therefore, and you've caught your breath, go over your stock again and get things ready for another milder sale

for the coming month, that will point out the needs for better methods in the home and how electric service can be made to help.

1918 AND YOUR "LIGHTEN-HOME-LABOR" CAMPAIGN

This new year, more than usual, we are all of us going to think about conditions in the world and what has passed since the war began and what is apt to come. Economy—efficiency—and conservation are the thoughts that interest us, and in the business of housekeeping these appliances we

sell in the electric shop are most appealing. It is only right, therefore, that we should take advantage of the influence of the season as the basis of a selling campaign.

It is the "Lighten-the-Labor-in-the-Home" idea but with the special New Year's application. During the week between Christmas and New Year's Day sit down and plan this little merchandising campaign that is going to start 1918 for you with speed and power and put a profit record on your books that will set a pace for all the year.

Fuel Administration Defines "Directional Signs" Which May Be Lighted Prior to 7.45-11 P. M. Display Period

FURTHER instructions to state fuel administrators as to the regulation of electric display signs have been issued by the U. S. Fuel Administration, prompted by reports that the electric sign order was not being closely obeyed in some cities. State administrators were warned that unless the spirit of the limitation order is strictly enforced, the Fuel Administration will withdraw all exceptions to the order and prohibit the illumination of all electric signs except between 7.45 and 11 o'clock in the evening.

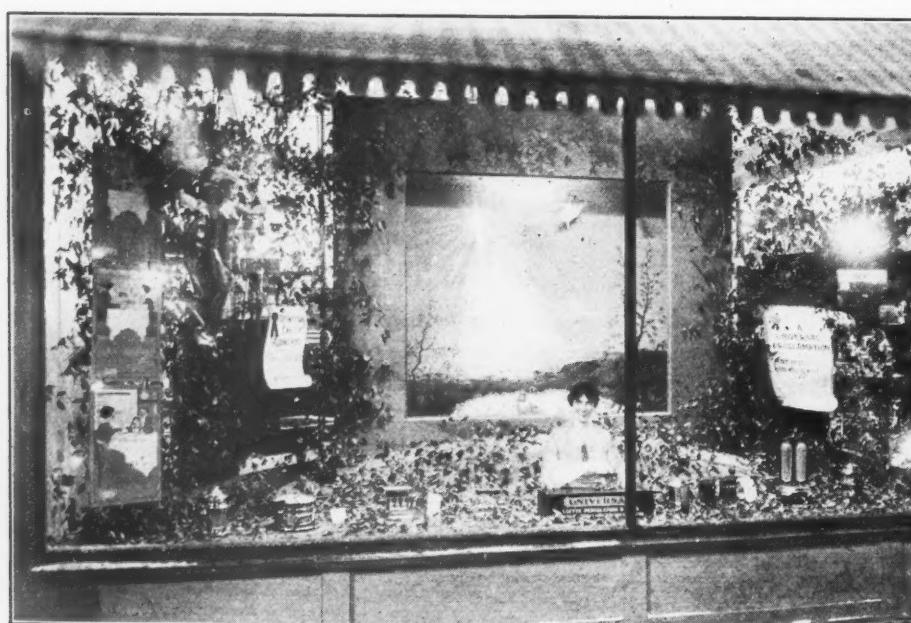
The instructions to state administrators read:

"First. The order provides that directional signs on retail stores can be illuminated from one-half hour after sunset until the regular closing time for transacting business, but not later than 11 p. m. Directional signs are signs over the door or extended over the sidewalk which give the name and nature of the business. Exterior advertising signs other than those of a directional character shall not be lighted earlier than 7.45 o'clock and shall be extinguished at 11 p. m.

"Second. Directional signs on theaters and the name of the theater and the name of the performance. Such signs can be lighted from one-half hour after sunset until one-half hour after time scheduled for the commencement of the performance. The display or advertising signs on the theaters and places of assembly can, however, only operate from 7.45 to 11 p. m.

"Third. In the case of moving picture theaters with a continuous performance directional signs may be lighted from one-half hour after sunset until one-half hour after the beginning of the last performance. Display advertising on such theaters can only be operated between 7.45 and 11 p. m.

"Fourth. Directional signs on hotels may be operated from one-half hour after sunset until 11 p. m., but display advertising on hotels, either on the roof or on the front of the building, can only be illuminated from 7.45 to 11 p. m. This does not prohibit the use of porch or entrance lights on hotels."



This window attracted wide attention in Syracuse, N. Y., last Christmas, and later took a prize in a national window-display contest, for its beauty and effectiveness. Passers-by were halted by the central illuminated panel, but remained to study the gift suggestions offered in the foreground.

The Trade Acceptance vs. the Open-Book Account

How Adoption of the Acceptance in Settling Indebtedness Will Avoid Discount Abuses, Encourage Prompt Payment, Increase Volume of Business, and Add to National Currency When Needed

By EDWIN L. SEABROOK

AN innovation, or reform in credits, is taking place in this country with the returning use of the "trade acceptance" as a business instrument.

Since the Civil War, business in America has been conducted on the "open-account" system—although trade acceptances were in general use before the middle of the last century. During the last fifty years, however, credit inflations and money stringencies have occurred with almost methodical frequency. The possibility of another shortage of currency has been predicted by some to come within the next few months when the third Liberty Loan is floated, since about the same time the new increased income and other taxes will have to be met. In any event, the financial system of our country will probably be tested by a strain as severe as it has experienced in this generation.

It was to meet these financial strains, or the demand for more actual currency than the old method provided, that the Federal Reserve Bank was created. The Federal Reserve Bank can issue its notes (paper money) against 40 per cent gold and 60 per cent commercial paper. Even compared with this, the very safest form of commercial paper is the trade acceptance, because it is an acknowledgment of an indebtedness for merchandise purchased. As something of value has passed from one party to another, the indebtedness of which is acknowledged, it is considered safe by the federal reserve banks to issue currency against such indebtedness for merchandise, which indebtedness comes to them in the form of a promise to pay by the trade acceptance. In this way money stringencies will not only be relieved but largely prevented.

The Federal Reserve Bank, and many local banks, manufacturers,

This article on the subject of the trade acceptance, in which comparison is made with the open account and the latter's disadvantages, is the sixth of a series of articles on business methods by the same author. Mr. Seabrook's contribution this month is particularly timely, in view of the desirability of getting all possible volume of business handled on a trade-acceptance basis before the spring months, when the nation's currency is likely to be taxed to its limit by the Third Liberty Loan and the payment of the new income taxes.

wholesale houses, and credit men's organizations are at present agitating the settlement of accounts by means of the trade acceptance. When such tremendous business influences are back of this method of settling accounts, the question is surely worth study and consideration on the part of the electrical contractor.

Despite all discussion in the trade and daily papers, the trade acceptance, as a method of settling accounts, seems to be far from understood by many well-to-do firms, not to say any-

thing of those engaged in the contracting business. One of the largest manufacturers, supplying a certain line in building construction work, writing on this subject, said:

It is amusing to open a business day's mail and see the replies that are coming in from responsible firms. It is surprising to see the amount of ignorance displayed and the imaginary antagonism to this subject.

The term "trade acceptance" will be much better understood if the difference between an "open account" and one that is "closed" by some form of settlement, whereby the obligation of the buyer cannot be disputed, is recognized.

Under the open-book account there is no form of acknowledgment on the part of the buyer that he owes the account. Sales are billed thirty, sixty days, etc., but these terms of payment often mean little or nothing. It is a promise that neither party to the transaction expects to be literally fulfilled. The buyer has possession of the merchandise. He can settle a sixty-day invoice in seventy-five days, or three months, or at some other time

No.	New York, \$	
after date of acceptance, pay to the order of OURSELVES		
ACCEPTED	The obligation of the acceptor hereof arises out of the purchase of goods from the drawer, as per statement of Date received	
To	Date	Payable at
Value received and charge to account of		Location of Bank
STANLEY & PATTERSON, Inc.		
		Treasurer.

The above is a facsimile of a trade acceptance used by a well-known electrical firm. This acceptance is sent with the bill of goods by the seller to the buyer. This acceptance carries no interest. The buyer "accepts" by writing across the face the name and location of the bank at which it is to be paid (generally the one in which he has an account), and his signature. The acceptance is returned to the seller, who can have it discounted if desired. It should be noted the buyer acknowledges the purchase, which places the obligation beyond dispute and a definite time is fixed for payment.

191	TRADE ACCEPTANCE			\$
Accepted	Payable at	[RESONATE BANK]	[LOCATION OF BANK]	New York, N. Y.
				191
				after date pay to the order of E. B. LATHAM & CO.
				100 Dollars
				[OFFICIAL CAPACITY]
The obligation of the acceptor hereof arises out of the purchase of goods from the drawer, as per statement of invoices rendered 191				
Value received and charge to account of				
To _____				
By _____				
PRES VICE PRES. TREAS				

Another form of trade acceptance devised by an electrical jobber to avoid writing of indorsement across the face of the document. Here a place is provided for the customer's "acceptance" at the left-hand end

suiting his pleasure or convenience, providing the seller is lenient with him.

Under the open-book account method the seller is practically compelled to act as banker for the buyer, either by advancing him goods on his own resources or on his own bank credit. Many electrical contractors are compelled to delay payment of their bills or borrow from the bank to meet them on time. Economically this is unsound in principle, because the buyer should finance himself. An open account is, therefore, dead capital in a certain sense, so far as the seller is concerned. This will apply with equal force to the contracting as well as the wholesale or retail business. The result is the same regardless of the method or name by which the merchandise or material reaches the consumer. It will be seen, therefore, that the trade acceptance will apply to the electrical contractor in collecting his accounts. He can use it just the same as the manufacturer and wholesaler.

INDEFINITENESS OF OPEN ACCOUNT

Another great defect in the open-book account is that as an asset these are too indefinite and not a sufficient tangible basis of credit standing or rating to the seller. The electrical contractor going to his banker for a loan with assets chiefly represented by open-book accounts is handicapped because these are without specific acknowledgment on the part of the buyer. It is one of the easiest things in business to dispute an open account, a fact which bankers know well.

No electrical contractor would care to loan money without a written acknowledgment of the specific amount due and naming a time and place of payment. In England, France and most other European countries, mer-

chandise is sold and bought upon some such terms as one would loan money. The instrument given by the buyer acknowledges the obligation arising out of the purchase of the merchandise and fixes a definite time and place of payment. This is the trade acceptance.

TRADE ACCEPTANCES IN GENERAL USE IN EUROPEAN COUNTRIES

In nearly all European countries there are practically no open accounts. When a merchant buys a bill of goods in Europe he never thinks of asking the seller to charge it on an open account with no other evidence to show the indebtedness. He takes it for granted that the seller will draw on him for the amount payable at a date agreed upon, and he will promptly "accept" the draft and return it at once to the seller. Unless merchandise was bought for cash the transaction would not be completed in any other way. In France practically one-half of the paper discounted is for amounts less than \$20, averaging thirty days. In that country trade acceptances are discounted at the banks in amounts as small as five francs, or one dollar. When the war broke out the Bank of France had 1,000,000 of 5-franc trade acceptances, which it had discounted.

Trade acceptances being negotiable paper and discountable at the banks, become "live" instead of "dead" capital as represented by open accounts on the books of the seller. Representing current transactions these furnish a circulating medium which will prevent money stringencies and panics which this country has suffered so often and so disastrously. One of the governors of a Federal Reserve Bank is responsible for the statement that England with her one hundred to one hundred

and fifty millions in gold is able to transact business that this country is unable to do, or afraid to do, with a billion of gold. The reason of this is that since the establishment of the federal reserve system it has had only about \$300,000,000 of bankers' acceptances, while England always has from \$1,000,000,000 to \$1,500,000,000. This simply means that the English merchants are turning their transactions into currency by means of the trade acceptance.

OBJECTIONS RAISED TO TRADE ACCEPTANCES

Many firms are hesitating about adopting or urging the use by their customers of the trade acceptance. One of the largest manufacturers, with hundreds of small firms as customers, in all parts of the country, when approached on the subject, asked: "Why should we adopt the trade acceptance? If we urge its use we will probably have to make some concessions in the time of payment when a definite date is fixed by giving a written obligation." This firm looked at the proposition from the standpoint only of those who were paying promptly. It admitted, however, that when the present abnormal conditions ceased the trade acceptance would become very valuable as a stimulant to prompt payment.

The objections raised against the trade acceptance by the buyer will be perhaps more in the form of a reluctance to give a written promise to pay a definite amount of money on a certain date than anything else. It should be remembered, however, that this promise in writing is given before the bill is due and differs radically from giving a note for an overdue account, or disposing of a sight draft, which is used to secure payment of an overdue account. Both of the latter are indications of credit weakness.

Undoubtedly it will be hard to break through a practice of fifty years' standing, represented by the open-account system. This will apply to the customers of the electrical contractor as well as those who buy from manufacturers and jobbers. The advantages accruing to buyer, seller and business in general will undoubtedly influence the adoption of this new form of settling accounts. These are in many respects mutual to buyer and seller, because every buyer, unless he is an ultimate consumer, is likewise a seller.

Each transaction is in effect completed by a virtual payment upon receipt of invoice.

Open-book accounts are eliminated and in their place are bills receivable, which command a lower rediscount rate at the federal reserve banks than any form of commercial paper.

It will put a stop to the practice of taking unearned discounts, a petty, unfair practice by no means uncommon.

WILL INCREASE VOLUME OF BUSINESS

A larger volume of business can be transacted on the same amount of capital.

It will lessen interest expense and make for economy in collections.

All orders will be legitimate which will insure more careful buying, prevent overstocking and an accumulation of bad accounts.

It will insure prompt payment and cut down credit risks.

The giving of a trade acceptance on the part of the buyer shows his intention to pay promptly and is a good indication of the soundness of his credit. The habitual acceptance by the buyer will thoroughly establish his credit and increase his buying capacity.

It will have a tendency to assure the honest buyer that the unfair buyer shall not have unfair advantage over him through the abuses of the discount system.

It will eliminate much of the expense of collecting that is now necessary by the open-account system.

EFFECT ON BUSINESS IN GENERAL

These are some of the advantages accruing to seller and buyer, but there are other advantages that will be shared by all business in general. Among these will be the stabilization of business, giving a better line of credit at the banks, increasing the lending power of banks, the scattering of bank credits, the elimination of failures due to overbuying and the accumulation of bad accounts, and giving the business of banking to bankers by eliminating the carrying of accounts by the seller.

Money stringencies will be prevented because trade acceptances can be rediscounted by the federal reserve banks. William McC. Martin, of the Federal Reserve Bank of St. Louis, recently stated that every federal reserve bank in the United States

Advantages Of the Use of Trade Acceptances to Retailers and Buyers Generally

Text of a Folder Which Is Now Being Distributed by a Number of Electrical Supply Jobbers in the East and Middle West to Their Retail Customers

A TRADE acceptance is a time draft drawn by the seller of merchandise on the buyer for the purchase price of the goods and accepted by the buyer payable on a certain date at a certain place designated on its face.

The trade acceptance is not a sight draft or a promissory note and is employed only in the purchase and sale of goods.

A trade acceptance is simply an acknowledgment of a debt by the buyer in favor of the seller for merchandise the seller has placed in the hands of the buyer with which to pay this debt.

The buyer agrees to pay on a certain date at his own bank to the seller the amount of this certain indebtedness by writing across the face of the acceptance the word "Accepted," the date, the name of his own bank and his signature. This varies from the open-book account method only in placing the debt in shape so that it can be sold or negotiated.

In giving a trade acceptance the buyer assumes no obligation until after the seller has relinquished title to the merchandise of equal value to the amount represented by the trade acceptance and the buyer binds himself to do more than he expressly promised to do when he made the purchase, that is, to pay for the goods when the bill is due. The use of trade acceptances has the following advantages to the buyer:

1. Places the buyer in a class of preferred customers.
2. Checks overbuying.
3. Strengthens the credit standing.
4. Makes it unnecessary for the business man to hypothecate or sell his accounts receivable.
5. Makes it possible readily to convert acceptances into cash.
6. Eliminates the waste resulting from bad debts and slow collections.
7. Places the small man in a position where he can compete with those having large capital.
8. Simplifies bookkeeping and obviates the need of long book accounts and borrowing to enable the retailer to extend long credits to his customers.
9. Assists small business houses to secure the benefit of discount and low rates at banks.
10. The signing of an acceptance increases the financial standing of the giver because it shows prompt paying methods.

As a matter of national defense our credit system should be improved and strengthened in every way possible because of the certainty that the demands upon the United States for the extension of credit are greater than ever before and will continue to increase. The form of credit most unavailable and rigid is that extended by the retailer to his individual customer, and every retailer can assist both by accepting the trade acceptances, which are sent to him by the one from whom the goods are purchased, and also in securing acceptances where amounts are reasonably large from his own customers, thus securing an agreement from them as to a definite time of payment. This is a way in which every distributor can co-operate in helping the credit situation of the country.

a short time ago established a rediscount rate on trade acceptances one-half of 1 per cent lower than on any other form of commercial paper. It is a two-name paper, which gives it a greater value in the financial market, and therefore commands a better rate of interest.

When trade acceptances are rediscounted by the federal reserve banks, federal reserve notes are issued against them, which really means that amount of additional money is immediately put into circulation. How much business will be quickened by converting a dead open account on the books of the seller into actual currency circulating through the community by the trade acceptance must be apparent to every one. The minute the trade acceptance is paid the federal reserve notes go out of business and the obligation ceases to exist, because the trade acceptance is discharged.

HOW THE CONTRACTOR CAN USE THE TRADE ACCEPTANCE

All the advantages claimed for the use of the trade acceptance between the wholesaler and retailer will also accrue to the electrical contractor if he insists upon its use with his own customers. Building construction work, including minor contracts and jobbing, is proverbially slow pay. Probably one of the greatest reasons for this is due to those doing the work being poor collectors and not fixing a definite time for payment after the work is completed or during its performance.

It is not necessarily implied that the electrical contractor should discount his trade acceptances, but the great advantage to him in having these would be to put his accounts in such liquid and definite form as to make them available for prompt use when necessary. If he secures trade acceptances he can arrange for the payment of his own accounts at a definite date and be able to meet them.

It is not to be expected that the old method of dead accounts will be quickened into a living form at a single bound. Reforms must and do come slowly. Education is necessary and time is required. Just now radical changes in business methods are taking place quickly and there is no better time than at the beginning of the coming year to inaugurate the settlement of accounts by the trade acceptance system.

Seventeen State Associations Already in Line

Contractor Bodies Reorganizing Under Uniform Constitutions. Monster Meeting at Madison Square Garden Theater, New York. Central Stations and Jobbers in Discussions Show Keen Interest in Pacific Coast Merchandising Plan

IN spite of the overshadowing importance of the war, the Pacific Coast Merchandising Movement, promoted by W. L. Goodwin and by ELECTRICAL MERCHANDISING, has during the weeks since the National Contractors' convention at New Orleans in October gone sweeping ahead in a way that has surprised even its most enthusiastic supporters.

Already seventeen state contractors' associations have fallen into line with the national body in declaring for the Goodwin plan, while at New York City, Philadelphia, Indianapolis, Chicago and Milwaukee meetings of electrical contractors and dealers have been held marked by enthusiasm and attendance which set new records in the trade.



COL. ROBLEY S. STEARNES
President National Electrical Contractors'
Association

"The work of reorganization has been a great source of pleasure to me because I have had no unusual obstacles to overcome," says Colonel Stearnes. "Every one who gets acquainted with what we are trying to do becomes enthusiastic, and I have marveled at the great interest taken among members who seemingly had little interest before. And while the members and officers have done everything they could to create this sentiment, to my mind the greatest credit is due to the electrical press"

The New York City meeting, for example, packed three floors, the boxes and stage of the Madison Square Garden Theater, and will doubtless long hold the record as the largest meeting of electrical contractors ever gathered under one roof.

POSSIBILITIES OF THE PLAN FIRE THE IMAGINATION

But interest in the Pacific Coast Merchandising Plan has spread beyond the contractor-dealer branch of the inquiry, and already jobbers, central stations and manufacturers have recognized the broad benefits which each division of the trade will secure from the merchandising movement now under way.

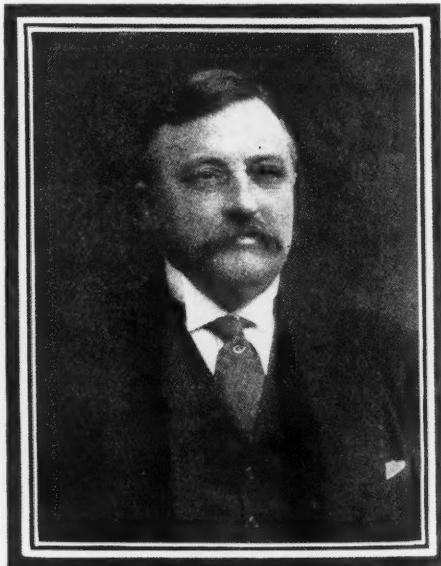
No event or undertaking in the history of the electrical trade has so fired the imagination, it would seem, as has this Pacific Coast or Goodwin Plan. Go into any assembly of electrical men from Maine to California to-day, and you will find "the Goodwin Plan" one of the chief topics of discussion, both on the floor of the meeting, and in little groups of members about the sessions. All kinds of opinions are being expressed, and many different explanations of the plan are being presented—some of them very different from the lines actually laid down by the author of the plan—but the fact that the industry is discussing the subject shows that for the first time, at least, electrical men are thinking and studying about the problems of merchandise distribution in the industry.

WHAT IT MEANS TO CENTRAL STATIONS AND JOBBERS

The central stations are already awakening to the possibilities the plan holds out to them. The lighting companies of Texas and Louisiana early arranged to get detailed information on the plan, through a representative

at the New Orleans N. E. C. A. convention. The Ohio Electric Light Association's new-business committee discussed the significance of the plan to the central station, and will take action in support of the Goodwin idea. The New England section N. E. L. A. has invited Mr. Goodwin to address them in January, and so the idea goes on spreading!

At the jobbers' convention at Cincinnati, in November, Mr. Goodwin was called on to speak twice—once before the jobbers themselves and once before a joint meeting of the jobbers and the contractors of Cincinnati—probably the first time the jobbers ever took part in just such a co-operative session. Mr. Goodwin's appearance created great interest.



JAMES R. STRONG

Chairman of the Atlantic Division

New Jersey, Connecticut, Pennsylvania, Massachusetts and New York have already reorganized and adopted the new form of uniform constitution, and others will follow shortly. Mr. Strong has been an active leader in this movement, exerting an influence on his constituency from Maine to Porto Rico. Even in the faraway island territory the contractors are also getting ready to adopt the new plan, and reports from the Atlantic seaboard show that Virginia, Maryland and Georgia will be next in line.

STATE ASSOCIATIONS WHICH HAVE ADOPTED NEW CONSTITUTION AND BY-LAWS

1. Louisiana	October 17
2. Alabama	October 18
3. Minnesota	October 22
4. New Jersey	October 27
5. Connecticut	November 7
6. Michigan	November 9
7. Missouri	November 10
8. Ohio	November 14
9. Arkansas	November 16
10. Tennessee	November 16
11. Oregon	November 17
12. Iowa	November 20
13. Pennsylvania	November 23
14. Indiana	November 26
15. Massachusetts	November 27
16. Wisconsin	November 27
17. New York	December 4

STATE CONTRACTORS' ASSOCIATIONS REORGANIZE

Seventeen state contractor associations are now in line. Louisiana came in first, Chairman C. Sam Barnes of New Orleans having called a meeting of his state association right on the heels of the national convention. Thus active state organization work began on Oct. 17, and on Oct. 18 Chairman Wilcox of Alabama followed suit with a state meeting at Birmingham, bringing his own organization into line.

Other states have followed in the order given in the table, until eight state associations in the Central Division are now in line. Accordingly, a meeting of the Central Division was called by Chairman McCleary for Chicago on Dec. 10, to elect six members for the national board of directors.

Five states in the Atlantic Division are now operating under the new form of state constitution, and a sixth will shortly be available from among the other sections where activity is now under way. The contractors of Virginia, Maryland, Georgia and even far away Porto Rico are getting ready to reorganize under the new plan, so that Chairman James R. Strong will soon have the quota needed to call a meeting of representatives of the Atlantic Division associations.

PACIFIC COAST STATES GETTING READY

Already Oregon has adopted the new form of constitution and by-laws, at a meeting called at Portland, Nov. 17, by Chairman J. R. Tomlinson. The national officers have also received assurances from W. D. Kohlwey of California that his state will shortly adopt the plan. The state of Washington electrical contractors had arranged for their organization meeting on December 13, completing the Pacific Coast quota.

All three divisions will thus be ready for action very shortly, and according to President Stearnes of New Orleans the final organization of the



WILLIAM L. GOODWIN
Leader in the "Pacific Coast Merchandising Movement"

"Mr. Goodwin is keeping up the wonderful pace he has set for the past few months. I hear from him one day in New York, then in St. Louis, then in Chicago, then in Milwaukee, then Syracuse or Boston," said President Stearnes the other day in commenting on the wonderful mobility with which Mr. Goodwin has been addressing meetings all over the East and Middle West. "He has even visited the Utica office of the National Electrical Contractors' Association, and it doesn't seem to me that he is overlooking anything or any place where good may be done toward carrying out the great plan unfolded at the New Orleans convention."

National Association of Electrical Contractors and Dealers will certainly take place early in January.

APPORTIONMENT OF STATE DUES

The form of state constitution offered by the national body left both the fixing of state dues and the separation of the state association activities into districts, all in the hands of the local associations. These problems have been settled in each case to the best advantage of the needs of the state association.

One of the most complete schedules of dues is that worked out by the New Jersey Association early in the progress of the reorganization. This schedule is reproduced on page 298, and shows the general plan along which other state associations divided their assessments between national and state uses.

The schedule adopted by the New Jersey association (see tabulation on next page) has been generally followed in principle by other associations, and provides that the annual dues of each class of members be proportionate to the annual business done by the member. Thus the heaviest burden falls upon the member doing the largest business.

Society for Electrical Development Considers Goodwin Merchandising Plan

At the semi-annual meeting of the board of directors of the Society for Electrical Development, held at New York on Nov. 21, a committee headed by James R. Strong was appointed to make a thorough investigation of the Goodwin plan and its effect on the various branches of the electrical industry and report to the board at a later meeting. Theodore Beran, New York; Fred Bissell, Toledo; W. H. Johnson, Philadelphia, and C. W. Price, New York, are other members of this committee. The committee recently held a meeting, at which H. B. Crouse was also present as president of the Associated Electrical Manufacturers, and has prepared a report outlining a definite plan of procedure for the society along co-operative lines.

The meeting of the board was attended by H. B. Crouse, E. W. Rockefeller, F. S. Price, Fred Bissell, W. E. Robertson, J. R. Strong, Ernest Freeman, J. Robert Crouse, W. H. Onken and Charles W. Price, with President Henry L. Doherty in the chair. James M. Wakeman, general manager of the society, presented a comprehensive report on the society's 1917 activities.



ERNEST MCLEARY
Chairman of the Central Division

Louisiana, Alabama, Minnesota, Michigan, Missouri, Ohio, Tennessee and Iowa make up the rich central tier of states in Mr. McCleary's division which have already come into line. Although needing only six in order to call an organization meeting, Chairman McCleary summoned representatives of the eight eligible state associations to meet at Chicago on Dec. 10 to elect the central division's directors on the new national executive committee.

Monster Meeting of Electrical Contractors at New York

With an attendance of 1500 electrical contractors—taxing the capacity of auditorium, balcony, boxes and stage of the Madison Square Garden Theater until the "Standing Room Only" sign had to be hung out—the largest meeting of electrical contractors and dealers ever held in the history of the industry assembled at New York on Nov. 20 to hear W. L. Goodwin and other speakers tell about plans for organizing the contractors of the metropolis and for lining up the electrical industry along the Pacific Coast merchandising plan.

L. K. Comstock was chairman of the meeting, and after laying emphasis on the value of co-operation in the electrical industry, if results are to be obtained, he introduced James R. Strong, chairman of the Atlantic division organization committee of the new National Association of Electrical Contractors and Dealers, who spoke on the subject of the new organization's constitution and purposes. George L. Patterson of Stanley & Patterson pointed out the ideal conditions of relationship which should exist between electrical contractors and jobbers.

A SUGGESTED "CODE OF PRACTICE" FOR THE CONTRACTOR

F. W. Lord read the "Code of Practice" for the electrical contractor, contributed under his signature to the November issue of ELECTRICAL MERCHANDISING. This code has already been adopted by the Electrical Contractors' Association of New York City and by other organizations. The code, as Mr. Lord pointed out in his address, does not represent any effort on the part of the association to bind its members, but is simply submitted

for the approval of both customers and contractors.

J. C. Forsyth and G. E. Bruen of the underwriters' organization discussed the relation of the electrical inspector to the contractor, and told of detail improvements by which the routine of inspection will be simplified in the New York territory. Charles P. Scott, Royal Eastern Elec-

tors' associations has benefited and can further benefit the individual contractor as well as the industry at large.

MERCHANDISING PLAN PROBABLY MEANS MOST TO CENTRAL STATION

William L. Goodwin, who was the last speaker on the program, greatly abbreviated his remarks on account of the lateness of the hour, but outlined the Pacific Coast merchandising plan in its relation to contractor, dealer, central station, jobber and manufacturer. Mr. Goodwin laid particular emphasis on the central station's relation to this movement for better merchandising conditions in the industry, pointing out that the central station probably has more to gain than any other interest from this plan. Mr. Goodwin declared flatly that private ownership of electrical utility plants is the only condition that makes for healthy development of the local electrical trade, and declared that electrical contractors should recognize this fact in taking positions or expressing views on public-ownership controversies.

The Pacific Coast merchandising plan offers security of public opinion and increased kilowatt-hour business to the central station, said Mr. Goodwin. To the jobber it insures a larger volume of sales, security of his position in the trade and with the manufacturer, better credit conditions, better collections, and better retail business men for customers. To the manufacturer it secures simplification of his selling problem, lowered cost of distribution, and wider use of his products.

Electrical Interests of Philadelphia Get Behind Goodwin Plan

Under the auspices of the Pennsylvania Association of Electrical Contractors and Dealers, a spirited luncheon meeting of electrical contractors, dealers, central-station representatives and jobbers was held at the Hotel Adelphia, Philadelphia, Nov. 23, to discuss "the Goodwin plan of electrical merchandising."

Albert Gentel, the president-elect of the Pennsylvania contractors' association, was chairman of the arrangements committee, and also presided as toastmaster at the meeting. James R.

SCHEDULE OF DUES ADOPTED BY THE NEW JERSEY ASSOCIATION OF CONTRACTORS AND DEALERS
Showing Annual Amounts Paid by Members, Depending on Annual Business, and the Proportion of Total Dues Which Goes to State and National Associations Respectively

Class	Amount of Business Done Annually	Total Dues	Dues to National Association	Dues to State Association
A	Less than \$12,000.....	\$24.00	\$5.00	\$19.00
B	\$12,000 to 25,000.....	36.00	7.50	28.50
C	25,000 to 50,000.....	48.00	10.00	38.00
D	50,000 to 100,000.....	60.00	20.00	40.00
E	100,000 to 150,000.....	72.00	30.00	42.00
F	150,000 to 200,000.....	84.00	40.00	44.00
G	200,000 to 300,000.....	108.00	60.00	48.00
H	300,000 to 400,000.....	132.00	80.00	52.00
I	400,000 to 500,000.....	156.00	100.00	56.00
J	500,000.....	187.50	125.00	62.50
K	600,000.....	225.00	150.00	75.00
L	700,000.....	262.50	175.00	87.50
M	800,000.....	300.00	200.00	100.00
N	900,000.....	337.50	225.00	112.50
O	1,000,000.....	375.00	250.00	125.00

Strong, New York, chairman of the Atlantic Coast Division, outlined the new N. E. C. A. constitution and reorganization plan, telling of its aims and purposes. William L. Goodwin explained his Wheatstone Bridge plan of electrical merchandising and its rela-

■ ■ ■ ■ ■
LUNCHEON
HOTEL ADELPHIA
PHILADELPHIA, PENNA.
■ ■ ■ ■ ■

Auspices of The Pennsylvania Association of Electrical Contractors and Dealers, for the purpose of explaining and discussing the

"GOODWIN PLAN"
of Electrical Merchandising

Speakers will include

MR. JAMES R. STRONG
MR. WM. L. GOODWIN
MR. WALTER H. JOHNSON
MR. A. D. BABSON
MR. SAMUEL A. CHASE

Committee of Arrangements
ALBERT GENTEL, Chairman
R. C. WILLIAMS, Jr.
F. E. SHEPHERD
WILSON McCANDLESS
M. E. ARNOLD

November 23, 1917

The program of the "get-together" meeting at Philadelphia, Nov. 23

tion to the ills of the electrical industry.

Samuel A. Chase, assistant to manager of supply department, Westinghouse Electric & Manufacturing Company, explained that the Westinghouse company wants to help to promote this new merchandising plan. "I believe in my old friend Bill Goodwin," said Mr. Chase emphatically, "and if you men will show as much interest in supporting him and his plan, as you have in the past in giving Sam Chase an order, I will personally appreciate it."

Alabama Contractors to
Meet on Jan. 15

The Electrical Contractors' Association of Alabama is now making preparations for a big State convention, to be held at Birmingham on Jan. 15 and 16, 1918. The Alabama association was one of the first to reorganize along the lines of the Goodwin plan, having taken this action at a meeting on Oct. 18, only one day after the Louisiana Association reorganized.

J. R. Wilcox of Birmingham is president of the Alabama association.

Merchandising Plan Wins
Adherents in Middle West

The industry organization idea has captured the Middle West!

In the week of Nov. 25 to Dec. 1 the contractors of three states—Indiana, Wisconsin and Illinois—took steps to inaugurate the Pacific Coast plan within their confines. Contractors at meetings at Indianapolis, Milwaukee and Chicago listened intently to W. L. Goodwin explain the new organization plan of the National Association of Electrical Contractors and Dealers and grasped the idea with enthusiasm.

These three meetings, as meetings, were certainly interesting. In Indiana Al Swanson of Evansville secured a good attendance by combining just the right proportion of English and strong language in a series of letters to his fellow-contractors. He also made good use of jobbers' salesmen who offered to boost for the meeting. Although the old Indiana contractors' association was dead absolutely, the men who turned out for the meeting in November included both "big" contractors from the cities and men from the small towns who do less than \$12,000 of business a year. But the thing which counted was not the aggregate sales power of the group but its wholesome, sincere and altogether hearty enthusiasm for this understandable plan of co-operation.

CONTRACTORS WANTED TO CO-OPERATE

The situation in brief is just about this: Here were men who have always wanted to co-operate. They know it

doesn't pay to fight. By experience they had learned the price they must pay, if each elects to go it alone. They were ready to organize and to work together if someone could just show them how.

That was the condition, and then in came Goodwin. He had the plan. He was the man who could show them how to organize, how to co-operate to their own individual betterment, and how to become properly a force in the industry which will be the equal of each other great organized force. So it's small wonder that enthusiasm was there. Everybody was "all dressed up and finally had discovered some place to go." It was a happy crowd, yet one with a seriousness of purpose which just made one feel confident that they were destined to get somewhere.

WISCONSIN WON TO NEW PLAN

In Wisconsin it was the same story except that the old state association was not exactly dead. Its summer outing meetings had held it together and the problem was one of killing the old association and making a new one along the lines of the Goodwin plan. This course involved upsetting some traditions. But be it said to the credit of Wisconsin's contractors that the progressive spirit prevailed, and the program went through with the signatures of more than two-thirds of the old association's members on the dotted line at the very start.

Illinois, because of the numbers to be dealt with, and because of the adverse local conditions, did not measure



A group of leaders of the Indiana association, snapshotted in the capital city of Hoosierdom. From left to right, Mr. Harris of Gary, Al. Swanson of Evansville, and Messrs. Hatfield and Cheney of Indianapolis

up to its sister states in speed. It was unfortunate, but true, that the contractors in Illinois seemed to lack "punch."

It is true that the contractors had a good meeting—a dinner meeting at which every branch of the industry was well represented. Everybody present boosted for the Goodwin plan when it was explained. In fact, it was distinctly noticeable the central station men and jobbers believed in the plan and saw its advantages to all concerned. There can be no doubt on that point. Individual expression of faith in the plan after the meeting confirmed the impression that one got from watching the audience. It is planned that a meeting to perfect the new organization which must come will be held early in 1918.

the central station is doing its full part was discussed at length pro and con with the opinion that the industry as a whole is not yet giving the whole-hearted support which it should. In this connection there was a general discussion of the "Pacific Coast Merchandising Plan" which is being organized among the contractors of the country under the leadership of W. L. Goodwin. It was the opinion of the meeting that the central station industry should indorse and support this movement heartily, and actively tie into it as soon as it has advanced

sufficiently to be ready for such co-operation.

Mr. Kelly brought out the point also that at this time when capital is increasingly difficult to secure, the full profit on appliance sales should be obtained. J. D. North of Springfield reported that his appliance department is now practically on a self-sustaining basis as a result of charging ample profit on all merchandising sales. The meeting closed with a general talk on the new federal sign ordinance and the probable effects on central station outdoor display lighting business.

Some Live Ideas Employed by a Lighting Company in Opening New Electric Store in a Community Where the Municipality Sells the Electricity

Ohio Commercial Men Urge Central Stations to Support Merchandising Plan

An interesting meeting of the new-business co-operations committee of the Ohio Electric Light Association was held at the Hotel Secor, Toledo, Ohio, on Nov. 21, to present and discuss a program devoted entirely to the problems of appliance merchandising. Three papers were scheduled under the following titles:

"Bill Jones, Electrical Contractor and Dealer," by R. F. Flower, appliance sales manager of the Erner Electric Company, Toledo, Ohio.

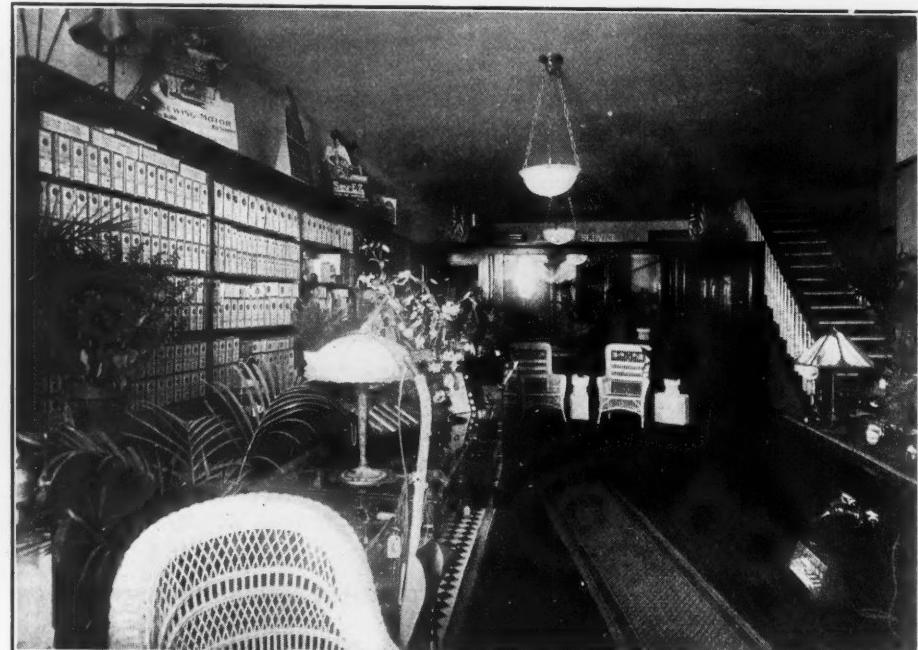
"The Appliance and the Merchandising Point of View," by Earl E. Whitehorse, contributing editor ELECTRICAL MERCHANDISING.

"Don't Say It Can't Be Done," by E. W. Quillen, new-business manager of the Lorain County Electric Company, Lorain, Ohio.

The papers by Messrs. Flower and Whitehorse are reproduced in this issue—Mr. Flower's paper on page 314 and Mr. Whitehorse's on page 301.

KELLY POINTS OUT MEANING OF GOODWIN PLAN TO CENTRAL STATION

Thomas F. Kelly of Dayton urged a greater willingness on the part of the central station to meet the contractor-dealer on terms that will insure him a fair return on appliance sales. The question of whether or not



Once in a while we hear some electrical dealer complain about the opportunity for business in the electrical merchandise field. Yet the Wilmington & Philadelphia Traction Company, with head offices at Wilmington, Del., believes in the returns of appliance selling to the extent of opening an electric shop in the near-by town of Newark, Del., which is supplied with electric service by the municipality. The Wilmington company, however, generates the power and wholesales it to the municipal authorities, who distribute it to the municipal-plant customers. But the way the Wilmington company has gone after merchandise sales in a community where it does not retail electricity, offers some first-rate hints to electrical dealers in other communities.

Already the merchandising results achieved during the first month or so of operation of the new store have indicated that the Newark electric shop will exceed even the expectations of W. A. Dannenhauer, sales agent of the Wilmington company, who conceived the idea of opening the store in Newark, even though his company did not supply local consumers with their electricity.

The new store handles all kinds of electrical appliances and devices, including flashlights, batteries, wire, doorbells, etc., and is now adding a line of vacuum bottles and other non-electrical specialties. "It is my aim and desire to have a store that will cater to the home needs of the average woman," explains Mr. Dannenhauer. "We want to carry a line of merchandise that she can well afford to buy, and which she can feel sure of always getting at this particular store."

Mr. Dannenhauer's company has also arranged with the municipal authorities to have its store manager read the meters in Newark, so that the company is assured that its man will call once a month on every home in town—a plan which it believes will result in the sale of many appliances.

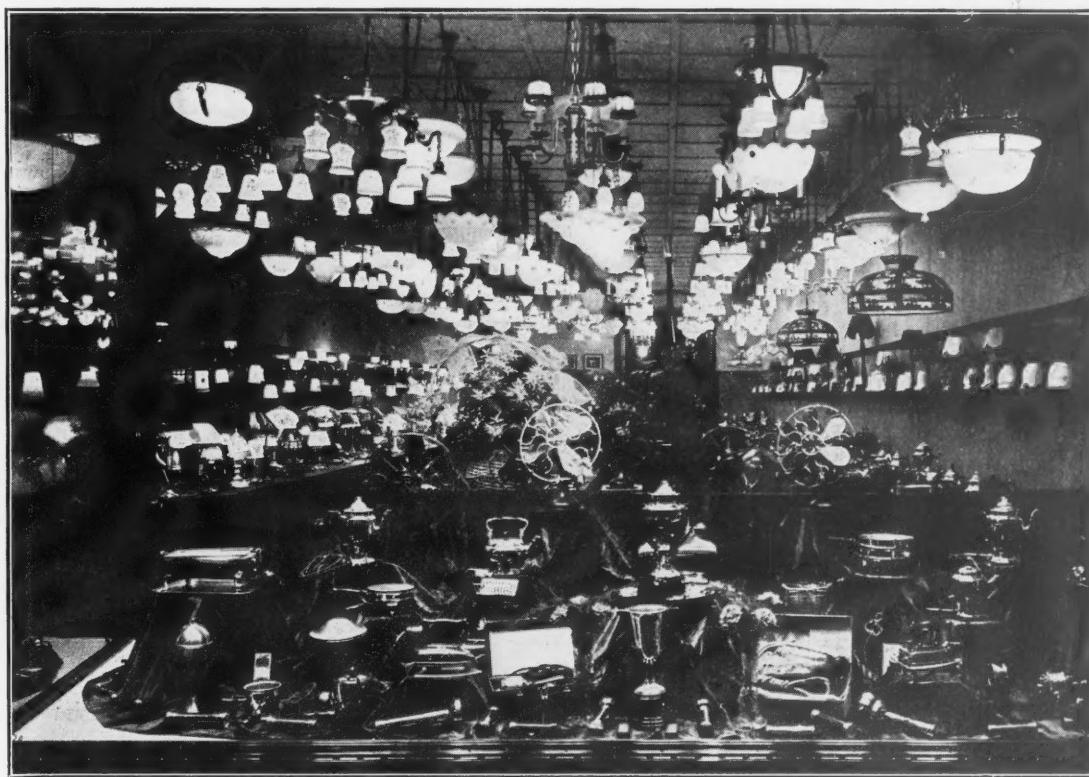
The Newark shop was opened in response to many requests from residents of the town, who formerly called at the Wilmington shop of the company to buy electrical goods, supplies, etc., which they could not buy in Newark. The central station opened the store on a pure merchandising basis, because it saw no other way of supplying the electrical merchandise needs of the community.

In how many other communities like Newark, Del., are there similar business opportunities awaiting some live electrical merchant?

Electrical Appliances and The Merchandising Point o' View

Why Both Central Station Man and Contractor-Dealer Must Adopt Sound Selling Methods, Go After Business, and Merchandise at a Profit Over All Costs, if the Appliance-Selling Opportunity Is to Remain in the Electrical Family

By EARL E. WHITEHORNE*



There is no argument that I have ever heard that can excuse the central station for a policy that establishes fictitious appliance prices in a town, and so condemns the goods to a fake valuation.

The give-away days of exploitation have long passed with us. The idea of electrical appliances is already firmly planted. The goods will sell for what they're worth, and when offered by central stations should be priced as other merchants price their stocks—a cost plus overhead plus a fair profit.

WHEN electrical merchants or central - station commercial men get together to discuss the electrical appliance opportunity, and cite experience and plan the future, there is one important question that is seldom bluntly put before the meeting and considered. I want to ask it. *Why is it that after all this time the electrical man has not made any great success in merchandising?* No-

body, I think, will seriously take issue with this statement.

Year after year the number and variety of electrical appliances have grown. Their popularity has steadily increased. More homes have been wired and connected. In more wired homes they have begun to use the service for more than light. And with the greater market central stations and contractor-dealers have begun to sell household devices.

But, in spite of all, we find the central station men and contractor-dealers in many cities groping with prob-

lems that the regular merchants solved and standardized for retail practice a full generation ago.

Why is it? I believe it is to a large extent because the electrical man's point o' view—his mental attitude—has never yet been made entirely right.

MUST STUDY THE SELLING PROBLEM

In a word, the central station selling man—and the contractor-dealer, as well—has always made, and as a class is making yet, the great mistake of thinking of himself as an electrical

*A paper read by Mr. Whitehorne, who is contributing editor of ELECTRICAL MERCHANDISING and Electrical World, before the New-Business Men's Meeting of the Ohio Electric Light Association at Toledo on Nov. 21, 1917.

man first and as a merchant afterwards. He says: "What's the best way to sell electrical goods to people?" He should be studying the problem of awakening the latent public appetite for electrical household utilities. The proper question is: "What does the public want in the electrical line? Why and how do they want it?" It does not sound much different, but there's a keen distinction.

I talked one day with a young man who operates a small electric shop and has made money at it. I noticed in

public wants, not on his own selected policies and prejudices.

LET US SEE OUR STORES AS CUSTOMERS SEE THEM

We must not forget that an electric store looks mighty different to the eyes of an electrical man and of an ordinary householder. We of the industry look around. What do we see? Here's a toaster. We think back and measure it against the other toasters we have seen. Against the first attempt to make a toaster, what a mas-

colators on the table. She has heard of all these electric things and she is interested to see what they are worth, but, after all, the electric store to her is just exactly like a hardware store or china shop. She will go there when there's something that she needs. She'll go there for convenience, not for entertainment. For every store is always full of novelties nowadays. In hardware, dry goods, drug, art and every other kind of store, are innovations angling for her interest. The electric store is only one of these. It must compete with skill if she would notice it. It's just a store.

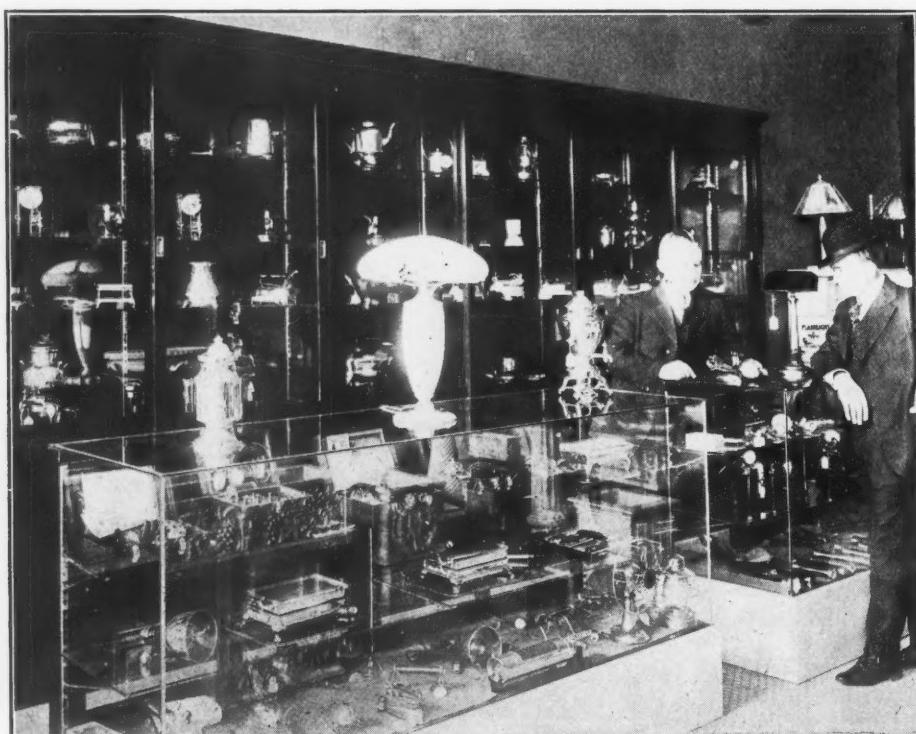
THE AGE-OLD TRADE OF MERCHANDISING

This situation flatly classifies as merchant any man who sells electrical appliances from a store. It sets him in the center of the market, not as an electrical man, but as a merchant who can build up his business only in live competition with the other shops which offer goods the public buys. It forces him into a trade that through long centuries of evolution has developed a full set of standard practices. If he would be successful he must certainly conform. It is an old game—merchandising. No amateur can buck the rules and get away with it.

What are the standard rules of merchandising which the electrical man must recognize? They are simple and quite obvious, once you line up with the public's point o' view and cease to think about it as an electrical problem, different from other retail selling.

The first and most important is that good goods are worth good prices. In other words, in any store that knows its business, price is based on the cost of the goods plus all the costs of selling, with proper profit added. A store makes money on the goods it sells—or it goes broke. It bases price entirely on the cost, because it is the only way to demonstrate both quality and value.

And we must get down to this basis in the central station store and stop considering the sale of current that will follow as being a legitimate excuse for selling things at cost or half a profit—which no other merchant can. We must recognize that if the public is to learn the value of our goods their values and their prices must be interpreted in the common and accepted term of dollars. Each article must be



Knowledge of the costs of selling—on the part of central station as well as dealer—will act to standardize each article in the community, so that the customer pays what it is worth, no matter where he buys.

For how will the householder know the value of an iron if at the central station office it costs half of what the dealer asks? And how can we—that way—build up confidence in electrical merchants and their wares?

his windows and his cases non-electric goods mixed in. There were cameras, pocket knives, fountain pens and dollar watches. I asked him how he came to put in just these lines. He said: "Why, when enough people come in here and ask for anything, it shows that my customers would be accommodated if I carried it. So I put it in. Why shouldn't I? The customers run the business anyway, and I make money on anything I sell, electric or non-electric." That's the merchandising instinct—the point o' view that makes any store both popular and prosperous. The florist can stick to flowers, just as we can stick to things electrical, but all the time the real merchant keeps his mind on what the

terpiece this is! Its features of perfection are all strikingly apparent. We are proud of it.

Then we look around the display and feast our eyes on the percolators, irons, grills, cleaners—all the rest. To us it seems the realization of the early dream of the electric servant, and we think how wonderful it is to have seen such a development. We appreciate the excellence of everything.

But does the housekeeper? I should say not. Why should she?

The housekeeper comes in and looks around. To her the standard way to toast bread is in the kitchen on the coal range or by gas. The standard way to make coffee is on the stove, unless you want to fool with fussy per-

standardized in the community, so that the customer pays what it is worth no matter where he buys. For as a householder, how will you know the value of an iron if at the central station it costs half what the dealer asks? How will you, that way, build up confidence in electrical merchants and their wares?

HOW GOOD BUSINESS FOLLOWS SOUND MERCHANDISING POLICIES

I am aware that central station policy differs widely on this point. Some time ago I carried on some correspondence with a large number of active companies and found the reason plain and well confirmed by their experience.

In the cities that report a profitable retail business the central stations sell at list or better and provide a margin that enables contractor-dealers to come in and sell at a profit also. In the cities where they wrangle and the dealers are considered slackers in the merchandising field, the lighting company usually is selling appliances at cost or little better. There, of course, the dealer cannot co-operate. He can't afford to. Such a situation does not attract the business man. A merchant sees no opportunity for selling electrical appliances in that town and the central station makes no money at it either. This is not merchandising.

And what's more, the public wants no one to trick them on the value of the goods they buy. You as a householder prefer to pay what things are worth. Of course, the bargain lures us all. So department stores will cut a price to make a feature sale, but we know why—and when we come another day we're quite content to pay the full amount.

All this simply emphasizes over and over again the need for harmony between the central station and the contractor-dealer, and by harmony I mean a policy that protects the retailer's profit on electrical goods of every kind. With this protection, as in every other trade, a constantly increasing number of dealers develops a greater and greater market. When contractors and dealers find that they can make a worth-while profit on appliances sold out of their stores they take an interest in this merchandising opportunity and soon the central station is supported by a lot of retail stores all selling prosperously these profitable load-building appli-

ances that it is so eager to have popularized and standardized in the homes of its consumers.

NO EXCUSE FOR CENTRAL STATION PRICE CUTTING

There is no argument that I have ever heard, therefore, that can excuse the central station for a policy that establishes fictitious prices in a city and condemns the goods to a fake valuation. The give-away days of exploitation have long passed with us. The idea of electrical appliances is firmly planted. The goods will sell for what they're worth, and should be priced as other merchants price their stocks, at cost plus overhead plus ample profits. And overhead must cover the just proportion of the rent, the sales department salaries and all other costs.

Some central station managers say: "Why charge the rent, why charge part of my pay to merchandising? We own the building and I have to be here anyway. We sell the goods as low as possible and get more on the lines—that's better than mere merchandising profit."

But he is wrong. He's only "playing store"—not merchandising. In his inexperience he has set himself to breaking the basic rule of all the generations of successful merchants that the world has seen.

MERE "CHEAPNESS" NEVER SOLD ENOUGH MORE TO PAY THE DIFFERENCE

They know that cheapness doesn't sell enough more goods to pay the added cost of selling them.

They know that if you add an extra 10 per cent to spend in advertising any line, the sales *and profits* will outrun the speed of any cut-price offering that is supposed to pay its way.

And why should we lack courage? Why *not* charge the value of our goods? We sell no weakling substitute for something better, something well established in the market. We sell a thing that all men have desired, yet never have been able to obtain before.

We sell relief from household drudgery. We sell more comfort in the home. We sell hours saved for recreation, rest and Red Cross work. We sell a tangible relief from the exasperating problem of domestic servants. We sell a practical improvement in the modern complex methods of housekeeping. We sell a most ap-

pealing means of saving food. In short, we sell better efficiency, economy and satisfaction in the universal business of the home.

And what's the dollar value of this thing we sell? As well ask any man the money value of his right foot. Such things as these we sell a man will buy because he wants them. He appreciates what they will mean to him. He does not buy them because they cost a half dollar more or less. He buys them because he wants them and he feels that he is justified in purchasing a thing that brings a benefit beyond comparison with its price. If he can't afford it, he must wait, but the proper added profit margin on a toaster or a fan will never put it out of reach.

Electrical appliances have come to stay. They are already a factor in the local market.

It remains to be determined whether the electrical man will be the merchant who will sell them. He has the chance. It is his market now, but will he hold it or just let it drift across the street into the hardware and department store? Already such a possibility is evidenced.

THE NON-ELECTRIC OUTLETS FOR APPLIANCE SALES

One of the most prominent manufacturers of electrical heating goods is selling more than 50 per cent of his whole output through the non-electrical distributor. Another manufacturer who has for years sold alcohol appliances through the department stores now makes a bang-up electric line, and sells them all in the same place.

For these men in the hardware and department stores are merchants. They sell their customers just what they want. What difference does it make? The fact that an appliance operates by electricity instead of alcohol is nothing to the merchant. He doesn't care.

He doesn't have to take a course in electricity to sell these goods any more than he must serve an apprenticeship to a painter before he sells a can of paint. He learns enough about electrical appliances to tell the buyer how to use it. He only has to know a little more about it than the woman who asks the question, which unfortunately at present is not much. And there you are.

Interest in electrical appliances is

rapidly being developed. The people are buying them for Christmas gifts. They will continue to buy more and more. But it's a toss-up at the moment whether they will buy them from electric shops or whether they will simply seek them where they buy their other household goods. It will depend entirely on the skill and energy of the electrical men.

At present these appliances are classified as electrical goods and the electrical man is supposed to know the most about them. This puts the merchandising opportunity in his hands. But all the time, around the corner in the hardware and department stores, these goods are on display and they are being sold. If the electric shop hangs back too long the public will have formed the habit of buying elsewhere and the chance is gone. For the department store maintains its reputation for quality in other lines, and it can qualify as easily in its electrical department.

WILL WE ELECTRICAL FOLK GET THE MERCHANDISING POINT O' VIEW?

The question, in short, is this: Will the electrical man become a merchant in his point o' view, his mental attitude and in his selling methods? If he will make his store a real store, selling goods at prices that denote their quality and value, backed by the kind of service in his store that people look for nowadays, he can succeed. But real opportunity in electrical merchandising will depend in every town on what appliance policy is adopted by central station, contractors and dealers. If it is based on proper profit for each sale—real retailing, in other words—there is a future rich in promise. If it is looked upon just as a side line in the sale of current, to be subsidized by price discounts for the purpose of increasing load, then the contractor and dealer will be driven out of it, the central station store will not be like a store and gradually the market will avoid electric shops and buy from regular stores where goods are sold in the accepted way and every purchaser knows exactly where he stands.

Electrical appliances are going to steadily increase in popularity. The stores that sell them will have many customers upon its books, accounts that pay a steady income year by year in purchases of more appliances and lamps and plugs and batteries and

so on, just as each home to-day buys month by month from the hardware store. And it will be a pity if all this good, profitable merchandising busi-

ness leaves the family just because the electrical man cannot forget himself and keep his mind and interest on his customer and on his market.

Are War-Savings Stamps on Sale at Your Store?

The New War-Savings Plan Briefly Summarized for the Information of Electrical Merchants and Their Customers

THE new War-Savings Plan, which went into operation on Dec. 3, puts it within easy reach of every American citizen to save money and at the same time aid the government by supplying it with the sinews of war.

Stamps, which are the government's certificates of indebtedness, are sold in two denominations—thrift stamps, which cost 25 cents each, and war-savings stamps, which cost from \$4.12 to \$4.23 each, according to the month in which they are purchased.

With the first thrift stamp the purchaser is given a thrift card, with spaces for sixteen stamps. When sixteen thrift stamps have been purchased and affixed the thrift card can be exchanged for a war-savings stamp by paying the difference between the \$4 the thrift stamps represent and the current value of a war-savings stamp, which in December, 1917, and January, 1918, will be \$4.12, and thereafter 1 cent for each succeeding month during the year 1918.

THRIFT STAMPS EXCHANGED FOR SAVINGS STAMPS

With the first war-savings stamp obtained by purchase or exchange the owner is given a war-savings certificate containing spaces for twenty war-savings stamps. If the twenty spaces are filled during December, 1917, or January, 1918, the cost to the purchaser will be \$4.12 for each stamp, or \$82.40 for the full certifi-

cate, and on the first day of January, 1923, the government will redeem the certificate at \$100, giving the holder a net profit of \$17.60 for the use of his money.

HOW CERTIFICATES CAN BE REDEEMED

Although these investments do not mature until Jan. 1, 1923, provision is made whereby upon ten days' written notice after Jan. 1, 1918, such certificates will be redeemed by postmasters at their cost to the purchasers plus 1 cent a month on each war-savings stamp on the certificate.

The thrift stamps do not bear interest, but the war-savings stamps bear 4 per cent, compounded quarterly. The certificates will be dated Jan. 2, 1918, and will mature Jan. 1, 1923.

INVESTMENTS AS SMALL AS 25 CENTS

Under the plan an amount as small as 25 cents can be invested in a government security, and as soon as \$4 has been thus invested an interest-bearing certificate of the United States government can be secured.

The stamps and certificates can be obtained from post offices, banks, or trust companies, at most railroad stations, stores, factories, and many other public places.

Having the entire wealth of the United States back of them, and being redeemable as above stated, there is no danger of any depreciation in value of the certificates.



Some Central Station Opinions on Contractor Co-operation

"We Pay as Much Attention to the Contractor's Business as to Our Own Commercial Department," Declares One Manager, "and We Always Give the Contractor a Square Deal"

By L. C. SPAKE

WHEN the Pacific Coast plan for the distribution of electrical merchandise was first explained to the industry through ELECTRICAL MERCHANDISING it is only fair to say it created an uncommonly large amount of interest. Goodwin's proposals have since become a good topic for discussion in almost any gathering that is representative of the electrical trade.

One phase of the plan in particular—that dealing with more sensible co-operation between central stations and electrical contractors—has come in for a lion's share in most of these discussions. Perhaps this is due to the

belief that it is in this phase the plan calls for the greatest readjustment on the part of the industry.

WHERE CO-OPERATION IS ALREADY A FACT

It is noticeable, however, in practically all such discussions, that there are specific localities where such readjustment will not be necessary. In some cities this phase of the Goodwin plan has already been worked out. The central stations and the contractor-dealers in those cities have already joined forces effectively. There is trade harmony, and everybody is happy.

Among the cities where this is true is a group in which the central stations are controlled by H. M. Bylesby & Company of Chicago. A good many years ago the majority of the properties controlled by this concern decided to give up commercial activities in the electrical appliance and wiring field and to devote their energies to selling electric service. Simultaneously with the adoption of this policy it, of course, became necessary to develop effective means of co-operating with contractor-dealers.

Believing that the experiences of these companies in developing this co-operation are of interest and value to the electrical trade the editors of ELECTRICAL MERCHANDISING have asked some pretty direct questions of the men who did the actual work. The answers to these queries as made by the men themselves are given in the letters that follow.

"HELP THE CONTRACTORS MAKE MONEY"

The first letter—one from D. C. Greene, general manager of the Fort Smith (Ark.) Light & Traction Company—tells the whole story in four words. But read the letter:

"If I were to sum up all of the things which in my experience have proved of value in securing the co-operation of contractor-dealers I would put it into the words, 'Help them make money.' Of course, I cannot be so brief in enumerating the methods that may be used in producing this result. We use several. For example, it has always been our practice to purchase electrical appliances, lamps or any other apparatus, at the best possible price, and if this price is lower than that at which the contractor can purchase these materials we resell to him."



Pueblo, Col., is one of the Bylesby cities where the lighting company is co-operating closely with the local contractors. Weekly meetings are held with the nine contractor-dealers, and everything is running in harmony. In planning its new building the lighting company arranged the equipment so that it might serve as an exhibit of good electrical construction and complete equipment to which the contractors might bring prospective customers for demonstrating standard apparatus, elevators, pumps, etc. Some of the Pueblo contractors purchase the greater part of their merchandise through the lighting company to secure the benefit of quantity discounts. "In this way," says Superintendent Stone, "we keep in very close touch with the amount of appliances sold."



"We have gone on the theory that the contractor has a certain field, with certain work to do," declares M. L. Hibbard, general manager of the Union Light, Heat & Power Company of Fargo, N. D.

"We believe that the central station's chief business is to sell, and to develop the sale of current, and that the contractor should cover house-wiring, appliance sales, etc."

The photograph shows one of Fargo's retail electric shops, the store of the Greenshields Company, contractors and dealers.

"We not only keep in close touch with our own business, as affected by the contractor's, but also try to know of the jobs the contractor has ahead and to assist him in obtaining a fair profit on all of his work. In other words, we pay about as much attention to the contractor's business as we do to our own commercial department and always give the contractor a square deal. Also, incidentally, we see that he gives a square deal to the public, as this is just as much to his interest as it is to the interest of the central station. These are the fundamental principles we have been following."

FOURTEEN DEALERS AND BIG CENTRAL STATION WORK IN HARMONY

But Fort Smith does not have a monopoly on that happy product called co-operation. The electrical trade in San Diego, Cal., represented by about fourteen contractor and dealers' firms and the San Diego Consolidated Gas & Electric Company, has considerable co-operation of its own. By way of proof, scan this interesting letter from A. E. Holloway, superintendent of the commercial department of the central station. Mr. Holloway writes:

"We try in every possible way to co-operate with the electrical contractors of this city, for the reason that we believe that the more good electrical houses we have in San Diego, the more people we will have representing the electrical industry and the more business it will bring to our company. It would be rather hard to tell

you all the things we do in co-operating with the electrical contractors, but I will give you a few ideas.

"Once each month we have a meeting on a selected evening. We secure a banquet room at one of the grills or hotels and invite one of the representatives of each of the electrical dealers to be present to represent his firm. An informal dinner is served at 6.30 o'clock. Afterward different points

on merchandising, relations with the public, store displays, etc., are brought up for discussion.

"At these meetings we usually lay out a sales campaign of some sort for the following month, which all the contractors agree to follow out. For example, we may decide this month to make a drive on the sale of electric irons. The company usually does the newspaper advertising, and the merchants take care of the window displays and other forms of advertising.

"One time-payment campaign was run on house wiring for old houses. The company paid the contractor as soon as the job was completed and then collected from the customer on monthly installments. In this way the contractor was able to secure a great many jobs on time payments and it was not necessary for him to tie up any more capital than on a cash job.

HOW CENTRAL STATION DOES COSTLY INTRODUCTORY SELLING

"We try to keep in personal touch with the head of each contracting firm in the city, keeping these managers posted on the rates and rules of the company. If at any time questions come up regarding disputes we endeavor to make a satisfactory explanation to the contractor. We are able



Stockton, Cal., is a Pacific Coast community where the Pacific Coast Merchandising Plan has long been in effect—with beneficial results to both the electrical contractor-dealers and the central station, the Western States Gas & Electric Company. The Stockton group of light properties, like others controlled by H. M. Bylesby & Company, some years ago gave up commercial activity in the wiring and appliance fields and has developed effective co-operation with local contractors.

in this way to work hand in hand with the contractor, carrying out campaigns and electrical displays without any dissatisfaction.

"We leave the selling of the appliances mainly in the contractor-dealer's hands. Sometimes in order to promote some new appliance, on which it would be costly to the contractor to conduct a special house-to-house canvass, we sell the appliance ourselves. We are now selling electric ranges and electric water heaters under this condition, but will turn this business over to the electrical contractor as soon as he is able to handle it successfully."

AN ELECTRICAL CLEARING HOUSE

"What's in a name?" Well, if you really want to find out, just observe the difference in the class of trade handled by Jim Bascomb, the wireman, who later became Mr. Bascomb, the electrical contractor-dealer. Jim really did not change much except the style of his name and the cut of his clothes. But when he changed the things that designated him to his customers, accepting rather more dignity, his customers accepted him for what he said he was and *paid him as Mr. Bascomb instead of as Jim the workman*. Strangely enough, the theory works the same with groups of men as with individual men. An association of contractors, we all know, is a clearing house for ideas. In Louisville they called the association a clearing house and now everyone accepts it for just that.

C. C. Dicken of the Louisville (Ky.) Gas & Electric Company tells in the following letter how the company and the electrical clearing house work together:

"The co-operation between the electrical dealers and the gas and electric company in this city was brought about in the following manner: The company does not do wiring nor sell electrical appliances, but solicits this business and turns the contracts over to the dealers. The dealers in Louisville have what is known as the Electrical Clearing House, each contractor being a member. This association is used for the promotion of ideas which benefit both the contractor and the central station. A representative of the gas and electric company is invited to attend the meetings of this association. By working together in all matters the contractors and the

company become very closely associated. Before a campaign is put on the dealers are consulted and any suggestions they have are welcomed.

"The company pays all expenses for newspaper advertising, maintains a display of appliances in its office in charge of a demonstrator whose salary is divided equally among the contractors and the company. Contracts are as nearly equally divided among the contractors as possible."

The Union Light, Heat & Power Company of Fargo, N. D., is another concern which has endeavored to maintain the friendliest relations with its contractors and has succeeded mighty well in its effort. M. L. Hibbard, general manager of the company, has presented his interesting view of the situation in the following:

"We have gone on the theory that the contractor has a certain field with certain work to do and the central station another field with certain other work to do. Years ago the central station used to do all the wiring, selling all the appliances and assuming all the troubles that usually go with a business of this kind. But now that is old fashioned and we believe that the central station's chief business is to sell and develop the sale of current and that the contractor should cover

such details of this business as house wiring, appliance sales, etc.

"Here in Fargo the situation some years ago was about along these lines, but we have in the last few years discontinued wiring houses, selling appliances, etc. The contractors are doing this work and making a profit on it, and, of course, are taking some of the grief. Whenever we find an opportunity to help our contractors we make use of it. If our company has a more favorable contract for electric appliances or other material than they have we buy the material for them and give them the benefit of this additional discount. We help them out on advertising, and distribute their booklets and circulars when they wish us to with our bills. In other words, whenever we have found an opportunity to assist the contractor we have taken advantage of it. I think that this is good policy and reacts to the benefit of the central station."

Just for the fun of putting a "punch" in this last paragraph it might be well to "bear down" hard on one fact. Those letters from four men in widely separated communities are not matters of theory. They are written out of years of experience. They are based on actual practice—not theory—practice.

Save Food and Serve Democracy

THE saving of 5 cents' worth of food every day by each citizen of the United States will supply the needs of our allies. Here is a table printed in the bulletin of the

Chicago Electric Club-Jovian League that shows how much of each staple product we consume daily, and how much we must save to do our just share in supplying war needs.

Annual Food Saving Requirement per Citizen of the United States To Supply Our Allies Their Needs

Item	Daily Consumption per Person	Amount We Must Save Daily	Amount Saved per Month	Amount Saved per Year	Value Saved per Year	Total Amount for the Allies
Wheat	North 10 oz. } South 6 oz. }	2½ oz.	4 lbs.	48 lbs.	\$3.06	125,000,000 bu. 7,500,000,000 lbs.
Meat	Meat 8 1 oz.	1 oz.	2½ lbs.	23 lbs.	\$9.30	1,265,000 tons 2,530,000,000 lbs.
Butter	3 oz.	½ oz.	10 oz.	7½ lbs.	\$3.75	412,000 tons 825,000,000 lbs.
Sugar	U. S. 4 oz. } Allies 1 oz. }	1½ oz.	2½ lbs.	27½ lbs.	\$2.32	1,500,000 tons 3,000,000,000 lbs.
TOTAL		4 ½ oz.	18½ lbs.	105.8 lbs.	\$18.33	

Total Money Value—\$2,000,000,000, which just represents the amount of the first Liberty Loan.

The Chicago Electric Club-Jovian League believes in backing up Mr. Hoover with practical assistance. This table, showing just how much each of us must save in the food line this year, was printed on the back of the club's weekly bulletin.

The Value of the Inventory to Your Business

How It Underlies All Your Figures of Expense and Net Profit—Why an Inventory Is Vital in Case of Fire Loss—Some Inventory Methods and Short Cuts

By FRANK FARRINGTON



The inventory will be taken more rapidly if two men work together, one calling off the items and amounts, and the other setting them down. Two men working thus will do more work than the same two men working independently, each counting stock and setting it down himself.

THE beginning and the end of all the figures you make about your business—of all annual statements—of all estimates on your present worth—of all knowledge of your gross or net profits—is the inventory.

Without an inventory at least once a year you cannot tell whether you are carrying too much stock, or on what lines you are overstocked. Without an inventory you do not know what the interest on your investment is, or how much fire insurance you ought to have. Without an inventory you cannot go to your banker with an intelligent foundation for a request for a loan. To put it tersely, without regular inventories you are "all up in the air."

In a business where there ought to be a net profit of \$500 a year the lack of inventories may easily make it possible for the merchant to think he is getting that profit when he is really losing money—and vice versa.

DON'T GUESS AT YOUR INVENTORY

Suppose the dealer estimates his inventory instead of actually taking it, and suppose he estimates \$250 too high at the beginning of the year, and again \$250 too low at the end of the year? If he has a good sized stock it is probable that the average dealer could not estimate within that much of its actual value anyway. Thus he may have maintained his stock estimate at the same figure for the year while the actual stock has changed

\$500 in value. So, as the reader will readily see on the above supposition, the dealer will have made \$500 that he did not know about. And if the situation is just reversed he will have lost \$500 without knowing a thing about it.

Without taking an inventory the merchant's estimate of the amount of stock he is carrying may easily be 10 per cent out of the way, and his estimate of actual net value may be even more beside the mark because of depreciation he does not discover.

An inventory, to the man who has not habitually taken one, is always an eye-opening operation. It discloses goods he did not know he had, depreciation he did not know about, shortages of stock he did not suspect. It

uncovers unsalable goods and damaged goods.

One of the important reasons for taking frequent inventories is their value in proving loss in case of a fire. Insurance companies are very reluctant to pay for goods that were not destroyed, that perhaps did not exist. They want to be shown that the loss took place. The fire insurance adjuster is usually a pretty cold-blooded chap, and if you have no inventory, or only an old one, or a guess-at-it estimate, you may have trouble in getting what you really ought to have in the way of insurance. The fact of it is, that if you yourself do not know what you had in stock that was burned up, you are not in a very good position to prove to the adjuster what you had. Insurance, as we sometimes forget, is adjusted on the basis of the loss incurred, rather than on the amount of insurance carried.

Unless you inventory your book accounts as well as your stock, you cannot have much of an idea of how much you ought to write off for poor accounts. You cannot know how much money you have invested in your fellow townsmen's promises to pay. A careful inventory of your accounts may have as many surprises for you as the inventory of your goods.

EXPEDITE THE INVENTORY BY OVERTIME WORK

Of course there is just one reason why inventorying is neglected. It is hard work and we dread to do it. But just because inventorying is not one long joy-ride is no excuse for neglecting it. Making a success of the electrical business is hard work, just as making a success of the merchandising of any kind of goods is hard work. This inventorying job is somewhat the harder because it has to be pushed right through to completion without delay. The incoming and the outgoing of goods all the time during inventory make it more likely that mistakes will be made if the work moves slowly.

The taking of an inventory is something that ought to be done with a snap. It is a job that should move right along. Put everybody on the work and get extra help if necessary and get the matter off your hands as quickly as accuracy will allow. Inexperienced help can be used in the mechanical work of counting up staple stock, and the setting down

of figures requires only careful attention to the work in hand. The footing up of columns and even the carrying out of amounts can be left until all the inventory is on paper. The important thing is to get the stock listed on paper in the least possible time. Have an accountant or some one with an adding machine add up your columns for you.

Every big task is, after all, made up of a multitude of smaller tasks; and so inventorying, taken each little operation at a time, is not so bad. Instead of sitting back and dreading it as one big job, go at it and do each little operation as it comes up and you will soon find you are getting along rapidly.

The time you can give to inventorying when the store is closed will result in faster work because of the absence of interruptions, so it is worth while to work at it after closing hours when possible. Pay the help for overtime and put in as much overtime as you can until you finish.

MAIN ESSENTIAL IS TO HAVE INVENTORY COMPLETE

Don't try to get every item down to a hair's breadth. Variations of a few cents here and there are not important enough to make it worth while to spend undue time in getting at exact fractions. You can make your inventory right without splitting hairs to get it absolutely and infinitesimally correct.

It is more important that you get items down than that you get prices correct to the smallest detail. A "lumped" inventory may be accurate as to values, but it is not an inventory that will satisfy the insurance adjuster when part of a "lump" of goods is destroyed. To figure up the value of the goods in a showcase and set down, "Contents of Case No. 1, \$256," may serve your purpose as far as figures go, but it will not be what the insurance adjuster wants. Consider your insurance all the while in making your inventory.

Don't hesitate to leave off from the inventory goods that have no value. Just because they cost good money in the first place is no excuse for putting a value on them now, if that value has disappeared. Some dealers cannot bring themselves to admit that certain old, useless stock has depreciated to the disappearing point. You are only deceiving yourself when you try to pad up your own inventory. The

deception will not hold with any one else.

Make your inventory honest and conscientious even though you expect nobody but yourself to see it. There is less reason for fooling yourself than for fooling anyone else in the matter and it is not good business to fool anyone on an inventory. The truth has to come to light sooner or later and you have to take the losses that are coming to you. Nothing is to be gained by postponing them until they get larger.

USING THE CARD OR LOOSE-LEAF SYSTEM

One of the satisfactory ways of inventorying is by a card or loose-leaf system. A card, or it might even be a book, is taken for each department and in this way work may go ahead in each department independently. Trying to put the whole inventory into one book means a loss of time, since only one person can use the book at once.

In the use of books for inventory some merchants find it worth while to use books with several dollars-and-cents columns so that the inventories of different years may be put in without the necessity of writing down the names of the stock items after the first time. Simply putting in the new figures on quantity and carrying out the new total price makes the inventory up to date, saves some time and gives right in sequence the comparative stocks of items year by year.

The inventory will be taken more rapidly if two men work together, one calling off the items and amounts, and the other setting them down. Two men working thus will do more work than the same two men working independently, each counting stock and setting it down himself.

SOME SHORT CUTS FOR FIGURING PRICES

A short cut in getting the price of items quoted by the gross is the following: Take the gross price and multiply it by 0.007 and the result is the single item price. Suppose an article costs \$9 a dozen. That is \$108 per gross. Multiplied as above, it gives 75 cents. This method may be unnecessary in that case, but it illustrates the point.

Some one has made a table for use in computing the prices of fractions

(Continued on page 312)

"Electrical Merchandising's" Inventory Check List

Of a Well-Balanced Active Stock for the Electrical Contractor-Dealer

A practical outline of the supply material and merchandise recommended for the contractor-merchant doing an average business, with a stock inventorying at from \$3,000 to \$8,000. These lists are based upon actual inventories of successful dealers' stocks—with revisions suggested by broad experience

Make Use of These Sheets in Inventorying Your Own Stock

Automobile search lamps
Automobile spark plugs
Armature compound
Attachment plugs
Attachments for oil lamps
Ammeters, battery
Annunciators

Bands, porch; brushed brass, and copper
Bands, ceiling; brass, copper and nickel
Bases, snap-switch
Baseboard receptacles
Batteries (dry cells)
Batteries, flashlight
Batteries, storage
Battery zincs
Bells
Buzzers
Blocks, molding
Boxes
Boxes, switch
Boxes, outlet
Boxes, floor
Brackets, wooden
Brushes, motor
Bulbs, phosphorescent (pull-chain)
Bushings, porcelain
Bushings, brass
Bushings, iron
Bushings, reducing
Bushings, rubber
Brackets (wall fixtures)
Brackets, candle
Brackets, iron, porch
BX cable No. 14—2-wire BX
BX cable No. 14—3-wire BX
BX cable No. 14—2-wire BXL
BX cable No. 14—3-wire BXL
BX cable, miscellaneous

Christmas tree lights
Chain, beaded
Chain, fixture
Cabinets, iron
Cabinets, pressed steel
Candles, electric
Candlesticks, mahogany
Canopies, miscellaneous
Canopy domes
Canopy nipples
Capping, wood
Cement, Portland
Chafing dishes
Chandeliers, assembled
Chandeliers, unassembled
Chandelier parts
Cigar lighter
Clamps, ground
Cleaners, vacuum
Cleaner attachments

Cleats
Clusters, brass
Coffee grinder, motor-driven
Coloring for lamps
Conduit, rigid, iron
Conduit, non-metallic, flexible
Connectors
Cord, silk-covered
Cord, asbestos
Cord, green cotton
Cord, reinforced
Couplings
Covers, outlet boxes
Current taps
Curling irons
Cutouts, main-line
Cutouts, branch-line

Dies
Dimming sockets
Domes
Dome-hangers
Door-openers, electric
Drop cords
Dryer, hair

Egg boilers
Elbows
Electrolriers
Engines, electric, toy
Extensions, pull chain

Fans, bracket
Fans, desk
Fans, oscillating
Fans, ceiling
Fan guards
Fire extinguishers
Fireless cooker, electric
Fittings, pipe
Fittings, conduit
Fixture parts
Fixture studs
Fixtures, ceiling
Fixtures, bracket
Flanges, pipe
Flashlights, pocket
Flashlights, hand lamps
Flashlight bulbs
Floodlights
Floor treads
Food warmer, electric
Fringe (glass dome)
Fuses, cartridge (A, B, C)
Fuses, plug (6, 10, 15, 20, 25 amp.)
Fuses, refillable
Fuse wire

Glassware, porch balls
Glassware, reflectors
Gongs, 4-in., etc.
Grills
Grinder, household

Guards, lamp
Guards, lock

Hangers, semi-indirect bowl bands
Handles, switch
Heating pads
Heating devices for automobile use
Heaters
Hickeys
Holder cord
Holders, silk shade
Hooks, ceiling
Hooks, semi-indirect
Hooks, dome
Horns, automobile, electric
Husks
Hydrometer

Immersion heaters
Insulators, canopy
Insulating compound
Irons
Irons, headlight
Ironing machine

Joints, insulating
Kick-plates
Kitchen power unit
Knobs
Knobs, fixture
Knobs, wall-bracket

Lamps, incandescent
Lamps, table
Lamps, boudoir
Lamps, portable
Lamps, floor
Lamp-guards
Leather nail-heads
Locknuts, $\frac{1}{2}$ in. to $2\frac{1}{2}$ in.
Loom, $\frac{1}{4}$ in. to 1 in.
Loops
Lugs, assorted

Mazdas, type B, vacuum lamps
Mazdas, type C, gas-filled
Mazda bulbs, automobile
Mazdas, candelabra
Mazdas, colored
Mazdas, frosted
Magnets
Medical coil
Motors, small
Motor-starters
Molding bases
Molding, wood
Molding, metal

Nails, miscellaneous
Nails, leather headed

Nipples	Rosettes	Switch-box spacers
Panelboards	Rosettes, concealed base	Switch, canopy, midget
Percolators	Rosettes, molding	Tacks, bell wire
Pipe	Rosettes, cleat	Tape, rubber
Pipe caps	Screws	Tape, friction
Pipe plugs, wooden	Screw-eyes	Taps
Pipe clips	Screws, switch-plate	Telephones, inter-communicating
Pipe and conduit fittings, $\frac{1}{2}$ in. to 2 in.	Screws, machine	Thimbles, brass
Pipe straps	Sewing machines	Toasters
Plates, switch	Sewing-machine motors	Toaster-stoves
Plate-warmer, electric	Shade holders	Toys, electric
Plugs, cluster	Shades, silk	Toy range, electric
Plugs, composition	Shade rings	Transformers, toy
Plugs, separable	Shade holders, silk	Transformers, bell ringing
Plugs, flasher	Shellac	Tubes, porcelain, solid
Plugs, electric-iron	Showers	Tubes, porcelain, split
Plugs, attachment	Sign parts	Tubing, fiber
Plugs, midget	Sockets, pig-tail	Vibrators
Push buttons, midget	Sockets, keyless	Violet-ray coil
Push buttons, metal	Sockets, key	Voltmeters, battery
Push buttons, wood	Sockets, pull-chain	Washing machines
Push buttons, door jamb	Solder, reel	Washer, dish
Range, electric	Soldering paste	Wire, No. 4 to 14, single-braid and double-braid solid, R. C.
Radiators, luminous-bulb	Spotlight	Wire, No. 2-8, single and double braid, R. C. stranded
Radiators, incandescent-wire	Staples for BX	Wire, No. 18 (fixture)
Receptacles, base plug	Starting box	Wire, No. 8 to 14 duplex
Receptacles, key	Stoves, toaster	Wire, No. 14 lead duplex
Receptacles, keyless	Stoves, disk	Wire, telephone
Receptacles, flush	Switches, snap	Wire, annunciator
Receptacles, molding	Switches, pendant	Wire, weather-proof
Receptacles, sign	Switches, push-button	Wire, miscellaneous
Reflectors, glass	Switches, knife	Woodscrews
Reflectors, metal	Switches, three-way	
Reflectors, porcelain	Switches, fire alarm	
Reflectors, steel	Switches, molding	
Resistance units	Switches, burglar alarm, window	
	Switchboard fittings	

How to Use This List in Making an Inventory of Your Own Stock

The inventory list printed on these pages is based on the practical stock records of successful electrical merchants, which in turn have been revised by experienced merchandise and supply-stock men, to insure listing an active stock capable of frequent "turnover."

ELECTRICAL MERCHANDISING has prepared and suggests the use of this list for comparison with your own stock and for taking your next inventory of merchandise and supplies on hand. Such an

inventory may be taken monthly, quarterly or semi-annually, and if made at frequent intervals will give the merchant-contractor valuable information concerning which stock is turning rapidly and earning profits, and which is "dead stock."

The list of goods here given may be copied down on regular inventory sheets or cards, or the names may be clipped out and pasted on sheets ruled as follows, with as many columns as it may be found desirable to include:

Material, Articles or Appliances	Manufacturer's Name, or Catalog Number	Number or Quantity in Stock	Unit Cost Each	Total Value, at Cost to Dealer	Quantity Ordinarily Carried in stock	Order the Following to Complete Stock
(Clip or Copy Names from List)						

The tabulation, such as that above, besides showing the value of each class of stock carried, may be extended to serve as an ordering list for items the number or amount of which carried has fallen below the figure which the contractor-dealer finds it desirable to stock. Summing up the column, "Total Value, at Cost to Dealer," will, of course,

give the inventory value of the merchant's stock. Suggestions concerning further items which should be included in the stock list for the average dealer's stock inventorying at between \$3,000 and \$8,000, will be appreciated by the editorial department of ELECTRICAL MERCHANDISING, Tenth Avenue at Thirty-sixth Street, New York City.

(Continued from page 309)
 of a dozen. It consists of a first column which gives the different prices per dozen, beginning with 5, 10, 15 and so on down, each price being given one line. Across the top are the numbers 1 to 12 inclusive and each stands at the top of a narrow column. In the first column following the price is placed the cost of a twelfth of a dozen of goods at that price per dozen. In the second column the cost of a sixth of a dozen, and so on across.

Thus, as you can see, to find the cost of any part of a dozen, follow down the column headed by the number of articles until the line of the correct price per dozen is reached, and if the table is completely made up, there will be found the proper figure. Of course, it takes a little time to make up this table, but once made up the figuring does not have to be repeated. It is there for reference as many times as it may be desired to use it.

VALUE OF PERPETUAL INVENTORY

In a store where the customers are not so frequent as to make it impossible to follow out the plan, a perpetual inventory is a valuable business aid, as this makes it possible for the dealer to know at all times just where he stands. He can easily figure up on the first of each month just what he is doing. He can find out whether during the month he has gone ahead or fallen behind.

There are several forms of perpetual inventory, but none is simpler than one the dealer can make for himself, ruling up his own cards or having them ruled by his printer. One card or leaf should be provided for each line of goods and the whole bound up together with alphabetical guide cards between in proper positions.

HOW TO MAKE UP THE ENTRIES

At the top of the card place the name and any desired description of the goods. Below this place the number of unbroken original packages of the goods on one line and on the next the number of individual pieces taken out of original packages and placed in stock. If the goods are limited in number or of slow sale, or very high priced or bulky, one line with the number of individual pieces will be sufficient. The cost is carried out and the freight or express included.

Whenever one of these items is sold a check mark is made opposite the line

listing the individual number. If the original packages are listed a check mark is made opposite their number when another package is opened for stock. In this way it is possible at any time to sit down and figure out very quickly just how much of any line is in stock.

Given a broad page with many extra dollars and cents columns, a new net total value of stock of each item may be carried along to a new column the first of each month, and when the page or card is filled, if it is desired to save the trouble of making a new one, fresh ruled paper may be pasted over the old records.

In a very busy store it may not be practical to carry out a perpetual in-

ventory plan, but for the dealer who can handle it, nothing is a greater source of satisfaction than to be able to sit down the last night of each month and figure out just what the business has done for the month.

INVENTORIES ARE NECESSARY TO GOOD BUSINESS

You cannot do business successfully and not take inventories. Don't try to escape the responsibility of them. Make them a part of the routine duty of the store, to be taken up as a matter of course. Take them accurately and honestly and put them through in the least possible time. The inventory is the foundation of your whole business system.

Keeping a Perpetual Inventory

Often Such Systems Are Rendered Impractical by Attempts to Put Too Much Information on the Records—Details of Plan Described Before the Electrical Supply Jobbers' Association at Cincinnati

By H. E. PAGE

President the Electric Supply & Equipment Company, Hartford, Conn.

IN TIMES past we have made several attempts to install a system of perpetual inventory which would be of value. In each instance, however, prior to the last attempt, such perpetual inventories proved dismal failures.

We believe the cause of these earlier failures was largely due to an attempt to put too much information on the records. Every one appreciates that a perpetual inventory loses about 90 per cent of its value unless it is kept "up to the minute." Therefore, the simpler the records, the greater the possibility of keeping them up to date.

With the growth of our business the need of a reliable record grew more and more urgent until we decided to make one more desperate attempt to install a system which would be of value.

STUDY MADE OF OTHER SYSTEMS

With this object in view, we sent our head accountant on a tour to secure data from several jobbing houses which we knew were using some form of a perpetual inventory. After careful study, we decided to adopt a form

which we obtained from the Library Bureau, and installed the system on Feb. 1 of this year. So far the result has been very satisfactory, and, in fact, has accomplished more than we anticipated.

The equipment consists of a desk with sunken trays containing approximately 5000 cards. The material is arranged in groups with index tabs as follows:

Auto accessories; boxes and covers; heating devices; pole-line material; porcelain; fixtures and fittings; wire; receptacles; sockets and parts; conduit and fittings; fuses; switches and parts; batteries—wet and dry; flashlight material; miscellaneous.

Each general division is sub-indexed by manufacturers, catalog numbers, sizes, etc.

To carry out the routine, it takes all the time of one male clerk and about half the time of one female clerk.

INCOMING MATERIAL

The receipt of material is posted on the cards by the inventory clerk from receiving memoranda furnished by the

receiving clerk. All factory invoices are received in duplicate—the duplicate invoices being matched with the receiving clerk's reports. The unit prices are figured from the factory invoices and entered on the inventory card.

OUTGOING MATERIAL

All orders are edited as soon as received, with the inventory as a basis for stock shipments. The order is then typed on our regular forms—a shipping ticket and an inventory ticket being produced by carbon copy. The shipping ticket goes at once to the stockroom. The inventory ticket goes directly to the inventory desk. The material is posted on the inventory card, the unit cost being taken from the inventory card and entered on the inventory ticket. The ticket is then handed to the girl, who holds it until the shipping ticket returns from

the shipping department, at which time it is properly checked and the total cost is extended on the shipping ticket.

The shipping ticket then shows the cost, selling price and department's check as a basis for billing. The inventory card shows date of shipment, inventory ticket serial number, amount shipped, to whom sold and the balance in stock. All shipments are priced at the oldest unit cost. When one lot of material is all sold, the item is checked, and the next unit cost is used.

Returned material is entered at latest cost.

CASH SALES

Cash sales are entered directly from a cash sale ticket, and, in case the cash sale ticket covers an assortment of material or a sale of more than \$2 value, the name of the party to whom

the sale has been made is also entered.

The inventory cards show the maximum and minimum stock. This information is of service in reordering. The records so far have surprised us in many instances as to our turn-over on different articles. In some cases our turn-over is greater than we supposed, in other instances less.

We are proving the cards with an actual count of the stock whenever a card shows a small amount in stock and whenever we have occasion to question the accuracy of the record. We have found very few mistakes; most errors have been in extending balances on the cards themselves. The entire card system, of course, will be corrected by a physical inventory every six months.

The inventory has proved valuable in several cases by detecting errors in the shipping department.

For instance, we recently received an order for an apparatus having an attachment costing \$25. The order called for the apparatus without attachment. The shipping room sent out the apparatus with the attachment. This fact was immediately brought to light by the inventory record. The over-shipment was called to the attention of the customer, who returned the attachment—saving us \$25.

It also greatly facilitates the proper application and checking of returned material.

Colored tabs may also be used to indicate slow moving and obsolete stock.

ORIGINAL SHIPPING TICKET		THE ELECTRIC SUPPLY & EQUIPMENT CO., Inc. HARTFORD, CONN.				17353														
CHARGE TO		John Doe, 103 Allyn St.				SALES ORDER No.														
INVENTORY TICKET		THE ELECTRIC SUPPLY & EQUIPMENT CO., Inc. HARTFORD, CONN.				No. 17353														
CHARGE TO		John Doe, 103 Allyn St., Hartford, Conn.				COMPANY'S ORDER NO. CUSTOMER'S ORDER NO. 4115														
SHIPPED TO		same				OFFICE NUMBER														
SHIPPED VIA		Our Del.	DATE 4/25/17	BUNDLES	COILS	DATE SHIPPED 4/25/17														
CASES		Stack				PRICED BY 3 LG M														
<table border="1"> <thead> <tr> <th>QUANTITY ORDERED</th> <th>QUANTITY SHIPPED</th> <th colspan="3">MATERIAL</th> <th>UNIT PRICE</th> <th>TOTAL</th> </tr> </thead> <tbody> <tr> <td>50</td> <td>50</td> <td colspan="3">boxes #103 - black</td> <td>.0641</td> <td>3.21</td> </tr> </tbody> </table>						QUANTITY ORDERED	QUANTITY SHIPPED	MATERIAL			UNIT PRICE	TOTAL	50	50	boxes #103 - black			.0641	3.21	
QUANTITY ORDERED	QUANTITY SHIPPED	MATERIAL			UNIT PRICE	TOTAL														
50	50	boxes #103 - black			.0641	3.21														
INVENTORY																				
POSTED 4/3						EXTENDED 9/3														

Article	BOXES BLACK CAT. #103			DISBURSEMENTS			S. P.	Sch.	Min.				
	CHICAGO FUSE MFG CO.			DATE	TICKET	TO WHOM	QUAN.	BAL.	DATE	TICKET	TO WHOM	QUAN.	BAL.
1/1/17	184	0641	1/17/17	1237	J. C. Cawley	10	174						
2/16/17	1000	0641	2/16/17	3962	H. C. Maude	75	149						
2/17/17	5		2/17/17	1071	C. N. Conroy	50	99						
2/18/17	1496		2/18/17	1496	J. Cawley	25	64						
2/19/17	3220	618 CR	2/19/17	3220	J. C. Cawley	200	844						
2/20/17	1739	145 Co	2/20/17	1739	J. C. Cawley	50	814						
2/21/17	1673	25 Co	2/21/17	1673	J. C. Cawley	50	814						
2/22/17	1733	John Doe	2/22/17	1733	J. C. Cawley	50	814						
2/23/17													

All orders are edited as soon as received, with the inventory as a basis for stock shipments. The order is then typed on one of the regular forms—a shipping ticket and an inventory ticket being produced by carbon copy. The shipping ticket goes at once to the stockroom. The inventory ticket goes directly to the inventory desk. The material is posted on the inventory card, the unit cost being taken from the inventory card and entered on the inventory ticket. This ticket is then held until the shipping ticket returns from the shipping department, at which time it is properly checked and the total cost is extended on the shipping ticket. The shipping ticket then shows the cost, selling price and department's check as a basis for billing. The inventory card shows date of shipment, inventory ticket serial number, amount shipped, to whom sold and the balance in stock.

Getting Electric Iron Prospects from the Laundry

Every large laundry makes a practice of handling some "wet wash," which simply means that laundry is returned to the owners in a damp condition, ready to be ironed. Every home that receives "wet wash" is a live market for an electric iron.

The contractor who has installed electric motor equipment for a laundry in his vicinity will have no difficulty in getting a list of "wet wash" customers from the manager. If the electrical man is not known at the laundry he can offer the manager his own mailing list in exchange for the names and addresses of the laundry's customers who prefer to do their ironing at home. The rest is simple.

“Bill Jones— Electrical Contractor and Dealer”

Some Plain Talk Concerning the Small Contractor's Very Real Problems, and the Duty Owed Him by the Central Station Man and the Electrical Supply Jobber—A Paper Read Before the Ohio Electric Light Association's New-Business Meeting, Toledo

SOME time ago I received a letter from your chairman asking me to prepare a paper dealing with appliance selling from the viewpoint of a retailer who has no association with the central station.

I gave the matter some thought. I whipped into line many personal ideas that I had on the subject. I recalled to mind several friendly conversations I had had with successful retailers in different parts of the country who had given me their points of view. I remembered their enthusiasm, their unwavering optimism in the possibilities for the future of the business. Their achievements of success in the selling of appliances came to me and when I sat down to put these things on paper I felt that it could not but instill in each of your hearts the fire of enthusiasm. Stories of success are always full of inspiration for the man who cares to succeed.

SOME GLITTERING INSTANCES OF SUCCESS

When I had finished I had told you about a merchant in Cleveland who has sold \$200,000 worth of appliances in the last ten months. I had outlined his policies, his plan of campaign that had made such results possible. I had told you about Sam Brown, down at Pittsburgh, and his wonderful washer and cleaner business in the Jenkins Arcade.

By R. E. FLOWER
Erner Electric Company, Cleveland, Ohio

who ran an original investment of \$300 or \$400 into a business showing monthly net profits of \$1,000 on the sale of washing machines alone.

I had told you all about these fellows. I had given you their viewpoint as they had given it to me about this appliance business. I had told you with their enthusiasm something of the wonderful possibilities of the future as they see it.

“SATURATION” AND SEWING MACHINES

If you talk with these men with whom I have talked they will tell you that 98 per cent of the homes in the United States have sewing machines, and yet the Singer Sewing Machine Company is selling even now an average of 2000 sewing machines every day of the year. And they will add that a sewing machine does not begin to save the drudgery in the home that the electric washing machine saves.

They will make you see that when a washing machine is sold the clean clothes problem has only been half solved, for there is the ironing yet to be done, a task almost as tiring and distasteful as that of washing the clothes. Then they will

average of \$100 apiece, that will eventually be sold into every home. The electric clothes washer, the electric ironing machine, the electric range, the vacuum cleaner, the electric dish washer and the electric refrigerating plant are bound to come into universal use just as the sewing machine, the typewriter and adding machine have done.

In this paper I had told you all these things and more.



Bill Jones, electrical contractor and dealer, sat at his desk—which was heaped high with a confusion of books, papers and what not. His dingy little office was in the rear of the store, lined on each side with dusty shelves, strewn with a great mess of supplies, sockets, switches and dirty cartons.

“Well, what is it?” snapped out Mr. Jones, when I entered.

THEN the next day I jumped on a train and ran down to Smithville, a busy little town of 8000 souls, to see Bill Jones, electrical contractor and dealer. I had never met Mr. Jones. I found him a man much older than myself and one whose years of service in the electrical game almost doubled mine. He was a large, gruff sort of fellow, well known in Smithville and generally well liked. He is Smithville's leading electrical contractor and dealer, but we will spell the word dealer with small letters.

As I entered his place of business he sat at his desk—heaped high with a confusion of books, papers and what not. He seemed not to notice me until I begged his pardon for the intrusion and asked if he might not be Mr. Jones. He then looked up and said, “Well, what is it?” “My name is Flower—” and before I could get any further he snapped out, “The hell you say.” Then, seeming not to notice my embarrassment, the old duffer shook hands warmly and offered me a chair.

THE SMALL-TOWN “ELECTRIC SHOP”

His dingy little office was in the rear of a store lined on each side with dusty shelves strewn with a great mess of sup-



“Ninety-eight per cent of the homes in the United States have sewing machines, and yet the Singer Company is selling even now an average of 2000 sewing machines every day of the year. And everybody knows that the sewing machine does not begin to save the drudgery in the home that the electric washer saves.”

I had written of a produce commission merchant in Kansas City who had the nerve to open an exclusive electric stove store, selling since his place opened on Sept. 1 this year an average of four electric ranges a day. I had repeated the success of a young woman in Chicago

tell you that an ironer must follow every washer into the home, for it will do 85 per cent of the ironing better and quicker and with less fatigue than it can be done by hand.

They will go on and tell you that there are six electrical articles, selling for an

plies—sockets, switches, dirty cartons containing lamps, and so forth. In front of the shelves were showcases. The glass in one was broken clear across. The frame years ago had been of shiny golden oak, and across from it was a one-time more aristocratic companion finished in mahogany. These illy displayed a few pieces of electrical hollowware, tarnished and dejected looking, carried over from a Christmas two years before. Overhead hung a miscellaneous assortment of lighting fixtures, most of them antiquated and fly-specked, but once in a while a new shiny brother stood out in this sea of contraptions like a lighthouse in a fog.

The narrow display window across the front, shut in by a sash filled with small panes of glass, was also ill-kept. On its floor was much dust and many dead flies, also two or three faded display cards furnished by some enterprising manufacturer. There were a few flatirons and



"Did you jobbers ever try to help me when I was struggling along?"

"Didn't your men come along and load me up with stuff that I didn't know how to sell? Did they ever suggest selling plans or merchandising principles? Did they ever offer to help my advertising? All they thought of was to grab the order and run on to the next poor boob like myself."

"Then when the money came in slow and I got into financial troubles, did your credit man do anything more than write me all kinds of threatening letters? Did he ever run down here and get acquainted with me and show me how to keep my books or suggest ways for me to collect my bills or tell me how to finance my little old business? I'll say he didn't."

an electric fan or two that had been there since the first hot days of summer six months before.

We talked for some time about the war and other things. Then the conversation drifted around to the business of selling electrical appliances. Then it was I began to wake up. I found that in preparing the paper before mentioned I had not secured the viewpoint of the ordinary dealer—get the ordinary part of it—and I will tell you why I say that in a minute. I had not secured the viewpoint of the ordinary dealer who has no association with the central station. I realized that I had been seeing the thing through the eyes of the dealer in an entirely different circumstance. I had seen only the opportunity for the electric shop in the larger town run strictly on merchandising principles—principles that Bill Jones knows absolutely nothing of. I had visualized the thing from a narrow angle. Jones made me realize the fact that his case was the usual and that that of the successful merchant of appliances was the unusual.

He quoted some figures to bear out his statement. He said, "Come over here to the map, I want to show you something. You have been telling me about these big boys that sell lots of appliances. They are all in the big towns. Now I am going to tell you something about us little boys in the hick towns. First look at the map here of Ohio. Let's count the towns with more than 2000 population. There are 181 of them. Seventy-eight of these are of not more than 5000. Fifty-seven do not exceed 10,000 population, and twenty-nine are in the class between 10,000 and 25,000. You see, there are only seven cities out of the 181 with populations exceeding 100,000, and the fellows you have been talking about are all in cities of that class. In other words, we fellows in 90 per cent of the towns of Ohio who are trying to sell electrical appliances are handicapped in one way and another. I think my case is an average one, and I am going to give you my viewpoint.

"Let's start back aways where we all started from. When I was a boy in school I was much taken up by my studies of electricity. The height of my young ambition was to become an electrician. The man in spurs on the electric light pole fascinated me. The hum of a motor was music to my ears. The lure of the thing took me from school into the shop of a contractor as a helper. My job was to hold a ladder or help fish wires. One day a neighbor called me in to fix his doorbell. I did the job and received 25 cents for doing it.

"Later I put in a drop light or two for another friend, buying the cord and socket and rosette from the boss. I made a little more profit. Then came the idea that I could be my own boss—that I could do wiring and odd jobs of repair work as well as the man I worked for. I had many acquaintances in the town and I knew they would favor me. I did this work from the house. Its volume increased until one day I rented this little shop here on this side street and

looked good to me, so I bought some. But I found I couldn't sell these things. The lighting company sells them, so I can't do anything with them.

THE MAN WHO SELLS MUST UNDERSTAND MERCHANDISING

"I know now that the man who tries to sell electrical appliances must know something of merchandising principles. I do not. I have made a living doing wiring and selling fixtures, but that is all. There is no money in appliances for me. I have learned my lesson well enough to appreciate the fact that it requires a different kind of training to sell appliances. It requires a knowledge of business principles that the ordinary contractor like me hasn't got.

"Now let me tell you something else about all this, Flower. I am sour on the whole proposition. I am going to talk frankly to you. It isn't my fault altogether that I have been a failure as an appliance merchant. You, as a jobber, are to blame. The central station is to blame. The manufacturer is to blame.

"Did your company ever try to help me when I was struggling along? Didn't your men come along and load me up with stuff that I didn't know how to sell? Did they ever take the trouble to show me the way? Did they ever suggest selling plans or merchandising principles? Did they ever offer to help with my advertising? All they thought of was to grab the order and run on to the next poor boob like myself. Then when the money came in slow and I got into financial troubles, did your credit man do anything more than write me all kinds of threatening letters? Did he ever run down here and get acquainted with me and show me how to keep my books or suggest ways for me to collect my bills, or tell me how to finance my little old business? I'll say he didn't.

"Did the manufacturer ever do anything worth while for me? No. He was worse than the jobber.

"And how about the lighting company?



"I added to my simple stock of supplies a limited line of fixtures. Then along came a salesman with electric irons, percolators and toasters. They looked good to me, so I bought some, but I found I could not sell these things. The local lighting company sells them, so I could not do anything with them."

started in business as a bona fide contractor.

"Things went well. I added to my simple stock of supplies a limited line of fixtures.

"Then came a salesman with electric irons, percolators and toasters. They

Did they ever come over here to see me or invite me to their office to talk things over? Did they ever say, 'Bill, you can help us build up our load in this little old town. Let's get at this thing. You can help us a lot, and we want to see you get along and make some money

too.' Bah. They are just money grabbers—too busy taking people's money away from them and figuring ways to get more to worry about me."

* * *

AND Jones raved on for an hour, but that is enough to put over the idea. It gives you an insight into his point of view, the point of view held by 90 per cent of our contractor-dealers in the State of Ohio, and can we much blame them?

There isn't a man here who hasn't got a "Bill Jones" in his town. Some of us have several of him. Let's see what we can do to reform him. You central stations need him. We jobbers need him.

We, as jobbers, are going to show him the principles of merchandising. We are going to suggest selling schemes—advertising campaigns—ways for making more money.

MUST WIN DEALER'S CONFIDENCE AND TEACH HIM

To do this successfully we must first win his confidence by teaching him how to buy and how to keep his accounts and how to collect them. There are possibly in this State 700 "Bill Joneses" who need

trical for the home—things that lighten the labor of the home and make life worth living for the housewife?

HOW THE CENTRAL STATION CAN REALLY HELP

Mention in your newspaper ads that electrical appliances can also be had at the electric shops as well as at your own salesroom, and if you want "Bill" to think you are a real regular fellow go so far as to mention his name once in a while.

Show him how to select his stock. Insist that he handle only goods of quality—ones that he can sell with safety to his reputation as a merchant entirely responsible and to be depended upon.

Never sell standard nationally advertised appliances at cut prices. It is not good practice any more. If you want to put on a special sale use an article that is good, but at the same time one that is not so well known. Then call "Jones" over and tell him about it in advance and say to him, "Bill, we want you in on this. We will consign some of these to you during the sale and give you a liberal commission on all you sell."

I remember a plan that the Union Gas



The Cincinnati central station called the dealers of the city together and said: "We are going to discontinue our practice of cutting prices. We believe thoroughly in special sales, however, as business stimulators. Now if you fellows agree with us, we would like to have you join us in this scheme: We will purchase from the jobber the appliances for these sales and consign to you as many for each special as you think you can sell. And we will advertise these sales, since our newspaper space, because of the large amount we use, probably costs us less money than yours. And we will place all your names at the bottom of the advertisement in alphabetical order."

our help and who would welcome it, but who are too modest to ask us for it, and who, for the same reason, will never come to you central station men. You must go to them.

Allow me to suggest that, first of all, you help them rearrange their stores. Lay out proper window lighting installations for them and urge them to make neat attractive displays at regular intervals. Those windows will serve as an example to the other merchants of your town. They will make it easier for you to sell window illumination to Mr. Dry-goods Merchant or to Mr. Grocer.

Would it not give the electrical industry in your town more prestige—put it on a higher plane of respect—if all the contractor-dealers' shops were bright, orderly, inviting places of business rather than the dingy messes of confusion that they are? Wouldn't it add just a bit to your pride in the position that you hold in the industry to walk down the street and be able to look into neat, attractive shops selling things elec-

& Electric Company of Cincinnati used with considerable success not long ago.

They did just this thing. They called the dealers of the city together and said, "We are going to discontinue our practice of cutting prices. We believe thoroughly in special sales, however, as business stimulators. Now if you fellows agree with us we would like to have you join us in this scheme. It is just this.

Do You Know That

23 per cent for overhead and
10 per cent for profit equals

50 per cent on cost of labor and material.

You Must

add 50 per cent to cost of labor and material to get 23 per cent for your overhead and 10 per cent for profit on the job.

We will purchase from the jobber the appliances for these sales and consign to you as many for each special as you think you can sell. We will have these specials every two weeks and we will advertise them.

"Our newspaper space, because of the large amount that we use, probably costs us less money than yours. If it is agreeable to you, we will do all of this advertising on our contract and effect some saving there. We will place your names at the bottom of the ad in alphabetical order and bill you each for your pro rata share of the cost. After the sale you may return to us any of the articles unsold, and we will credit you with them. Those that you do not return will be billed to you at our cost plus 10 per cent for handling. We will fix the sale price, which is to be effective only for the days specified. After that they must be sold at their original list price.

"We will use for this first series of sales the Thermax line of the Landers, Frary & Clark Company. You all know the quality of these goods. They are turned out with the same high-grade material and workmanship as the Universal appliances, but are not nationally advertised and are made just for this purpose. Other manufacturers do the same thing, and we will take up their lines at a later date."

A VICTORY FOR GENUINE CO-OPERATION

This resulted in the sale of many appliances such as heating pads, curling irons, toasters, etc., and, best of all, brought about a new and more friendly relation between the Union Gas & Electric Company and its contractor-dealers.

Another important item of co-operation is the working together with "Bill Jones" in the campaigns planned by the Society for Electrical Development, the National Electric Light Association, and ELECTRICAL MERCHANDISING and other trade journals.

When the industry at large goes in for a "Wire Your Home Month," do your bit to make it a local success. Explain it to the contractor-dealer and enlist his co-operation.

If it is a "Lighten the Labor of the Home" campaign, call in the dealers and show them how they can help put it over. Help them lay their plans to the last detail.

Insist that they subscribe to trade journals such as ELECTRICAL MERCHANDISING, *Electrical World*, etc., and that they read them when they come in. They contain a wealth of information and inspiration for the little fellow. As you read yours and run across some article or stunt that another fellow has pulled off somewhere that is applicable to Bill Jones' case drop Bill a line and call his attention to it.

Do these little things and you will have made a friend of Bill Jones, for he will prosper and stick by you through thick and thin. You owe it to yourselves and to the industry to assist in the work of developing the contractor-dealer into a man of business and consequence in your community.



Some Hints on Getting Up a CONVENTION PROGRAM

A SUCCESSFUL convention of electrical contractors—like a successful selling campaign, a well-designed building, or any other undertaking worth while—has to be planned well in advance.

Just as a well-planned structure would hardly result if a lot of workmen were called together some morning and asked to erect a building without advance preparation or plans, so the contractors' meeting to which the members are summoned, without a definite program or definite assignment of papers or subjects, usually turns out to be a disappointment and a waste of time on the part of those present.

But if, on the other hand, a number of practical and interesting topics have been assigned as subjects of papers to be presented by contractor members, and other members are "tipped off" that they will be called upon to lead in the discussion of these papers, the meeting is bound to be an interesting and profitable one for all concerned. And this feature of papers can be varied with addresses by members, and also by well-known elec-

trical men outside of electrical contracting circles who can be called upon to discuss subjects bearing upon the relation of the contractor to the other branches of the industry. Debates on mooted questions will also arouse interest, especially if such debates are between individual members who are required to support arguments the reverse of what they themselves are known to believe.

But, as already pointed out, the time, the place and the program are of first importance in connection with the success of any meeting, and these features must be planned in advance—

usually by the executive committee of the association. If it is a state meeting, choose a centrally located city or town for the meeting place—especially one with convenient railroad connections. A large city does not always offer the best location for such a convention, for a large city usually has diversions which distract from the business of the convention sessions. A small place with good hotel facilities has advantages, therefore, in this respect. A small summer resort, a recreation park, an outlying hotel, or even an excursion boat—these are the kinds of comparatively isolated convention places which will make for the greatest concentration of attention on the business of the meetings.

Some of the most productive conventions of this kind, in fact, have been held on board ship—on river, lake or coast steamers—for these can usually be chartered at very reasonable rates just before or after their regular seasons. A convention held in connection with a boat ride in this way will usually attract a number of members who might not otherwise attend. The recreation feature will also encourage

Selecting the time and place of meeting.

Assigning subjects for papers by members.

How debates add interest.

Inviting central station men, jobbers and inspectors to address contractor-dealers.

many members to bring their wives and families, thus making a holiday of it, swelling the total attendance, reducing individual expense, and elevating in general the tone of the gathering in comparison with the usual "stag" affair.

Saturday afternoon usually offers the best time for a half-day convention if there is to be only one session. Since many contractors already observe the Saturday afternoon half-holiday, a meeting at that time does not directly interrupt business. And on the part of those who come from a distance and who have to give over a whole day to the meeting, it involves the loss of only half a business day.

HOW TO PICK SUBJECTS FOR PAPERS

For an afternoon's session assign subjects for papers to, say, four or five members. The papers themselves should not be long. But they should be on subjects which can be handled from personal knowledge by the men who have the assignments, and subjects which will hold the interest of the association members. As suggestions for such topics, a list of subjects for papers is given herewith.

Look over these subjects, select those which appear particularly timely in view of your local conditions, and consider which of your own association members have had special experience or have shown special interest in these topics.

In assigning papers it will also be well to keep in mind the idea of having each faction or group in the association represented in such a program, if such factions exist. Observance of this little point will add to the interest in the meetings.

The contractor who has not presented a paper before, or who lacks experience in speaking in public, may require particular encouragement to get him to consent to prepare a paper to be read before the association. Perhaps he does not know where he can secure the information which he thinks he needs to supplement and confirm his own experience. The program committee, in that case, can remind him of the stores of collected information which are at his hand in the electrical trade magazines. A half-hour spent looking over a file of recent issues is almost bound to shed some new light or afford a new viewpoint on some of the subjects on which he seeks information.

And if the facts wanted are not forthcoming in this way, he has only to drop a letter to the editorial offices of the magazine itself to get an answer based on the complete reference files

of the publication offices. The editors of ELECTRICAL MERCHANDISING, for example, are anxious to help in this way, and will endeavor to answer, to the best of their facilities, such inquiries addressed to the editorial offices, Tenth Avenue and Thirty-sixth Street, New York City.

DON'T MAKE PROGRAM TOO LONG

Four or five short papers, prepared by men who know their subjects, will usually open up sufficient practical and helpful discussion to fill comfortably a whole afternoon's session. Care must be taken not to make the program too long, for a crowded program is unsatisfactory, second only to an insufficient program. When there are too many speakers and papers scheduled, the discussion is likely to be hurried, and the fullest benefit of the opinions of the membership at large is not obtained.

To start off the discussion, however, it is usually well to plan on calling on one or two speakers to discuss the paper that has just been read. These men should be notified in advance, so that they may have an opportunity to prepare to some extent. If their own viewpoints partly disagree with the opinions expressed in the papers, the discussion is likely to be so much the more interesting and spirited, and to provoke wider discussion by other members of the convention.

For, after all, the discussion which follows the reading of a paper is invariably the most valuable part of the convention proceedings. This important fact should be kept in mind by the committee which has charge of the program, as well as by the chairman who has charge of the meeting and who can do much to stimulate a free discussion in the session. For, to paraphrase a well-known quotation, "the discussion's the thing!"

Debates on topics concerning which there is a division of opinion are also productive of much interested convention discussion. Assign, for example, the two sides of a mooted question to men who are known to thoroughly believe in the positions which they support. This will bring about an earnestness of discussion on the floor of the convention which is bound to prove intensely interesting to all present, as well as to open up new facts and figures for the benefit of every one.

After several debates of this kind, one to each meeting—reverse the pro-

HERE ARE FORTY-THREE TOPICS FROM WHICH YOU CAN SELECT SUBJECTS FOR PAPERS FOR YOUR NEXT CONVENTION

- "What Is the Average Cost of Doing Business?"
- "The Items that Go to Make Up Overhead"
- "Keeping Track of Tools and Materials"
- "The Best Kind of Window Displays"
- "What Is a Fair Overhead for a Retail Electric Store"
- "Why Contractors Should Make a Charge for Engineering Service"
- "Standard Forms of Contracts"
- "Lightening the Labor of the Home"
- "Licensing of Journeymen and Contractors"
- "A Store Accounting System for the Retailer"
- "What Reports Should a Contractor Have"
- "Automobile Supplies as an Adjunct of the Electrical Retailers' Business"
- "Paying Employees on the Bonus Plan"
- "Motor Rentals and Motor Maintenance as Profitable Departments of the Contractor's Business"
- "Laying Out a Retail Store"
- "Estimating by the Unit-Labor-Cost Plan"
- "Getting After Portable Lamp Business"
- "Handling Men and Materials"
- "The Relation of the Central Station and the Electrical Contractor"
- "How I Read and Use the Electrical Trade Papers"
- "Getting the Bank to Finance Installment Purchases of the Larger Appliances"
- "How Quick Turnover Wins Profits from Narrow Margins"
- "Choosing Fixtures for the Retail Store"
- "Handling Window Displays"
- "Co-operative Estimating Through a Central Bureau"
- "The Value of Location to the Electric Shop"
- "Why the Contractor Must Add 50 Per Cent to Costs of Labor and Materials to Cover Overhead of 23 Per cent"
- "The Electrical Contractor and the Trade Acceptance"
- "How the Electrical Jobber Can Help the Retailer"
- "How I Make Use of the Manufacturers' Dealer Helps"
- "Does It Pay the Electrical Dealer to Handle Hardware and Non-Electrical Specialties?"
- "What the Goodwin Merchandising Plan Offers the Central Station"
- "The Farm Lighting Field as a Profit-Maker for the Electrical Contractor"
- "Women as Appliance Sellers"
- "What Percentage of the Dealer's Gross Business Should He Devote to Advertising?"
- "Keeping the Prospect List Up to Date"
- "Know Your Costs and Know When to Say 'No'"
- "The Relation of Estimating to Business Policies"
- "The Electrical Contractor Must Go After Business"
- "The Need of Uniform Catalogs, Packages, etc."
- "Why the Contractor should Develop Non - Competitive and Maintenance Business"
- "A Code of Business Ethics for the Contractor"
- "How the Customer Can Help the Merchant Cut His Costs"
- "Bookkeeping and What It Should Show"

cedure and make two of the best debaters developed by the preceding debates, take sides on some question exactly the reverse of their own convictions. This turn of the tables will make each man hunt around for new arguments, considerably broadening the viewpoint of the debaters as well as the individual attitudes of those in the audience.

ASK A CENTRAL STATION MAN TO TALK

Addresses by well-known electrical men outside of the association will also prove of interest to the contractor membership. Get the manager of some local central station, or the contract agent, to give a talk on central station relations with contractor dealers, or to present his central station's viewpoint of the merchandising question. Suggest also to the central station man that he some time discuss frankly with his contractor friends what merchandising on a fair basis means to the central station and contractor alike, and again why the contractors' best interests and the privately owned central station's best interests are identical in the matters of public ownership of utilities and of isolated plant operation.

Invite some prominent jobber or jobber's sales manager to talk on merchandising methods for the retailer, to tell how the small orders he gets rob the contractor-buyers who send them in; and to show how his men on the road are helping his contractor-customers with their stores, window displays, books, collections.

Ask some leading manufacturer's representative to give a talk on the

ways that his company and other companies are helping the dealer-contractor with printed matter, window displays, advertising cuts, and even educational moving-picture films. Arrange to have the latter shown, together with one or two other interesting films which will serve to break up the tedium of the meeting.

Get some of the local electrical inspection authorities to appear before your meetings. Usually they will welcome this opportunity to answer questions put to them by the contractors with whom they come in daily contact. The contractors are invariably interested in hearing from inspection officials, and the latter are bound to take away from such a meeting a new sympathy for the problems of the electrical contractor, a sympathy which is sure to benefit future relations between the inspection bureau and the contractors of the community.

OLD FASHIONED "CLOSED MEETINGS" ARE THINGS OF THE PAST

And wherever possible encourage the attendance at the meetings of not only one or two outside electrical men, but of all the representatives of central stations, jobbers, manufacturers and inspection departments who are interested enough to come. There is little or no place any longer for the old "closed meetings" of commercial organizations of any kind—electrical contractors included. Such closed meetings have gone out of fashion in this day of co-operation.

And the facts are that in spite of the secrecy thrown about these executive sessions by the few contractors' associations which still cling to them,

there is usually little or nothing accomplished in them that could not be appropriately transacted before a general meeting, or better expedited before the executive committee, where most routine matters should properly be handled anyway.

If contractor associations could realize the amount of unnecessary suspicion and misunderstanding they have piled up against themselves as the result of these closed meetings which accomplish little or nothing of any actual benefit, they would forever discard this practice and throw their sessions open to anyone who cares to attend, including representatives of the public press.

LET MEMBERS DISCUSS THEIR BUSINESS PROBLEMS

There are certainly enough problems before electrical contractors and retailers to-day to occupy the time of any convention in earnest discussion, whenever such contractors can get together with others of their own business who are likely to be able to help shed light on these individual problems. And if the way is prepared for such constructive and educational discussion, through the planning of the right sort of contractors' convention programs, the time of busy members who have put aside their business to attend these meetings will be well repaid, and there will be an end of the petty association politics and discussion of routine association affairs which in the past have absorbed many a convention's energies, while returning little or nothing constructive or helpful for its members to take away from the meetings.

Your Questions Answered Concerning the Merchandising Plan Approved by the N. E. C. A.

What is the Goodwin Merchandising Plan?

It is a campaign of education conducted principally through trade papers, trade organizations and other channels, to co-ordinate the various interests in the electrical industry, and to bring them together in harmonious action so that there may be established retail distribution of electrical materials at fair prices to the consumer, and with a fair profit to all parties taking part in the transaction.

Will it restrict merchandise sales to fixed channels?

No. Each interest involved has the right to sell its product to whomever it pleases, whether it be wholesaler, central station, dealer or even the public, and we should never commit any act or discuss any point that tends to prevent any interest from so doing.

In the distribution of product from manufacturer to the ultimate consumer, it is not necessary for merchandise to pass through any fixed channel. It is not necessary for the product of the manufacturer to be sold through the wholesaler. Nor is it necessary for the manufacturer to sell generating apparatus to the central station. Nor is it necessary for either of these three branches to transact their business through the retailer.

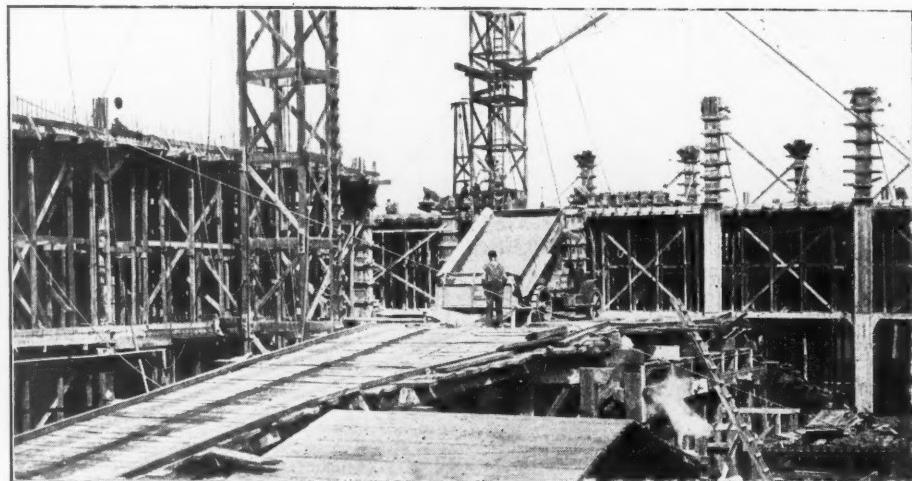
Instead, the idea is simply this: That all branches must recognize the interests of others; that in merchandise passing from manufacturer to consumer, you must make contact with the various branches.

—Extracts from address of W. L. GOODWIN before N. E. C. A. at New Orleans, Oct. 11.

The Contractor's Job in War Time

How the Electrical Man Can Back Up Uncle Sam by Planning His Work to Serve the Government First; Importance of Quick Service in Equipping Munition Factory Extensions; How to Estimate for Extension Work

By JOHN W. HOOLEY and
C. L. FUNNELL



The munition plant was erecting a three-story addition. Carlton planned his conduit lines at once in order to get his pipe work firmly set in wood templets before too much concrete had been poured into wall forms and floors

WHEN the commission from the British Ministry of Munitions was entertained in New York City last month, Sir Stephenson Kent as chairman made the statement that in England to-day every emphasis is being placed on those industries which lend direct aid toward an Allied victory in the war. Every machine shop and clothing factory; each automobile works and electrical manufacturing firm has concentrated every man and gear at its command upon the great war-winning task.

TEAMWORK FOR NATIONAL SUCCESS

There is a big American lesson in that statement. We in this country must learn more and more teamwork and so operate our business that the maximum of war aid will result.

Every line of business presents an individual problem. Our national

success will depend to a very large extent upon how conscientiously our industries put war work first.

The electrical contractor has many opportunities before him. Many of the readers of ELECTRICAL MERCHANDISING have worked eighteen and twenty hours a day to finish electrical installations at cantonments. Cantonment work is only one number on the war program, however, and the work of installing light and power equipment for our National Army was concentrated at a few points. Every one of us everywhere in the United States must keep on the alert for his chance to serve, and finding it, must be ready to do a creditable job.

One of the biggest fields for rush power installation service is in the factory extension. A few months of war and the increasing

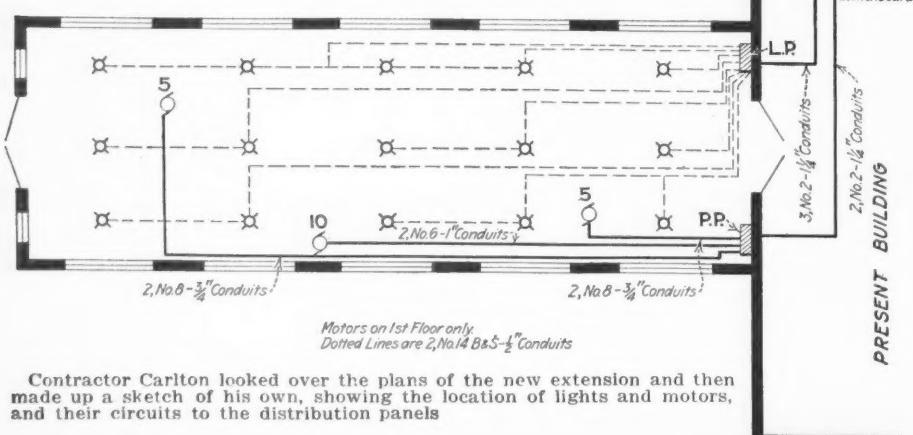
demand for munitions have seen the small machine shop expand into a manufacturing plant almost over night. Lathes that formerly finished a circular casting now, and turned up a crank pin later, with hours of idleness in between, are now running twenty-three hours out of the twenty-four on standardized products. As completed orders are passed by Army and Navy Inspectors, demands for greater production come in. Every machine is running to its full capacity and many are swinging big overloads. There is but one solution—more machines.

HURRIED EXTENSIONS BRING RUSH DEMANDS FOR ELECTRIC WORK

A long frame or concrete-and-steel extension is thrown up in the most convenient location. Machines are picked up from any possible source and power to run them is needed urgently.

The nearest contractor gets a call to put life into the new arm of the busy shop. It means that he will be called upon to supply motors and install them. He will need control apparatus, conduit, fittings and wire. And he will not have a month's notice in which to get them.

Hence it is part of his duty as a whole-hearted American to see that he has in stock supplies which will be needed for munition plant work. In ordering he should give such material "priority" just as our railroads



Contractor Carlton looked over the plans of the new extension and then made up a sketch of his own, showing the location of lights and motors, and their circuits to the distribution panels

are giving preference to war supplies.

If you have not done it before, start now to make a survey of the war-supply factories in your vicinity. Go to see their managers. Find out what their power supply is; whether its source is central station or private plant, what voltage is used, and if alternating current, what frequency, and how it is distributed. There are a few standard sizes of motors which the factories need most. Take them down, and tell the managers you are the man to talk to about electrical equipment when extensions are to be made.

WELL KEPT DATA BUILDS EFFECTIVE REPAIR SERVICE

Whenever you do any work in any factory at this time, keep all the available data on it handy. Then if you get a hurry call for equipment you can find out what is needed at once.

Munition and war supply work must be given first consideration, even if it means taking a man or two from some other job. Telling the owner the reason for the delay will generally secure a few days' extension on the contract.

As an example of the way the estimating phase of a factory extension is handled, let us suppose that the Nash Manufacturing Company has decided to add a three-story "L" to its munition factory. Contractor Arthur Carlton has been asked to submit a bid.

His first move, of course, was to visit the plant and get copies of the architect's plans. Next he made up a sketch of the floor plan, noting the positions of lighting units. Motors were to be used on the first floor only, and he jotted those down, with the line of their circuits to the power panel.

LAID OUT HIS CONDUIT AND FEEDER LINES AT ONCE

Reinforced concrete was being used, so he made his conduit layout promptly in order to get his pipe work firmly set in wooden templets before too much concrete had been poured into the wall forms and floors.

Both the lighting and power panels were to be fed from the main switchboard of the old building, and Carlton laid out the conduit lines for those feeders also.

Then he returned to his office, where he made out his estimate in detail. He listed all the lighting fixtures and lamps required, and from his card file of installation costs he jotted down the labor figures.

The motors came next, with material and labor costs. Below these he

charged in his overhead, and added again. To this figure he added his profit, and arrived at his bid—\$2,346.

The estimating was not difficult. But it required a common-sense view of the job, and a good idea of labor costs and the best ways of doing

ESTIMATE				
Name Nash Mfg. Co. Factory, 1-2-3 floors				Sheet No. /
ITEM	QUAN-TITY	DESCRIPTION	MATERIAL	LABOR
45	B. 183 Fixtures	3.07/1.07	13500	4501
45	200 Watt C Lamps	2.17	9000	
with starters	One 10 HP Motor Complete		30000	1500
	Two 5 HP "	1500	30000	2000
3	10 ckt light panels + fuses		9000	1500
1	4" power "	"	8000	700
150 ft	1/2" Conduit	.07/.05	10500	7500
200	" 3/4" "	.09/.06	1800	1200
70	" 1" "	.15/.10	1050	700
100	" 1 1/4" "	.20/.10	2000	1000
45	Outlet boxes + covers	.20/.15	900	675
100	1/2" L + B.	.06	600	
8	1 1/4" L + B.	.10	80	
6	3/4" "	.08	48	
2	1" "	.09	18	
6	1 1/4" Elbows	.50	300	
4	1" "	.40	160	
2	1/4" Conduits a. 125/25		250	50
1	1" Conduits a. 100/25		100	25
2	3/4" Conduits a. 70/25		140	50
350	1/2" pipe straps + screws	.04/.02	1200	600
50	3/4" " " "	.05/.03	250	150
15	1" " " "	.05/.05	75	75
20	1 1/4" " " "	.08/.05	160	100
3500	ft. #14 Single Wire 1250m .01		4375	3500
300	" #2 " Std. R.C. Wire 1362m .03		4080	900
500	" #8 " " " " 415m .02		2050	1000
150	" #6 " " " " 70.5m .02		1050	300
	Tape Solder Etc. Estimated		2000	
	Duck + Hauling - Estimated		2500	
			135186	28025
			28025	
			163211	
	Overhead 25%		40802	
			204013	
	Profit 15%		306	
			\$ 2346	

With the architect's plans, his own sketch showing motor and light location and his file of installation cost data, Contractor Carlton made up a complete estimate for the electrical material and labor involved in the Nash factory extension

entered the lighting and power panels complete with fuses. All of the conduit was next listed, then the outlet boxes, fittings, wire, tape and solder. He did not forget the cost of hauling.

Summing up his material and labor columns he added them together,

things quickly. Accuracy counts high among those factors that make for sound business. In these times of high pressure and necessary conservation of effort we cannot afford to make mistakes that will entail loss of time or profit. We must do our work right the first time.

Electrical Merchandising

The Monthly Magazine of the Electrical Trade

Volume 18—December, 1917—Number 6

PUBLISHED BY McGRAW-HILL PUBLISHING COMPANY, INC., NEW YORK

Better Factory Lighting—A Patriotic Duty

THE electrical man who sells or installs better factory lighting is adding to the effectiveness of industrial America by just the number of man-hours that the better illumination he furnishes saves over the poor lighting it supersedes.

Obsolete and insufficient lighting equipment may interfere with efficient work equal to the loss of a quarter to half an hour a day for each worker—even disregarding the wastage of materials, production of “seconds,” and likelihood of accidents, which all follow from poor illumination.

Analysis has shown that the cost of installing and operating a first-class lighting system can be paid for out of the savings of three or four minutes a day of each worker's time—a comparison which points out how negligible is the cost of the lighting equipment in proportion to the results it achieves.

With factory after factory speeding up to supply the demands of war the great indispensable of effective and rapid production is good light. The central station salesman can make it his war duty to “sell” adequate lighting to the factories in his district. And similarly, the contractor who works for better factory lighting is rendering the nation a service at a time when labor is at a premium and when every bit of productiveness that can be added to the present output of men and machinery is that much effort toward winning and shortening the war.

“This Merchandising Plan Means Most to the Central Station”

“**I**F UNDER this Pacific Coast Merchandising Plan the electrical contractors of the country can be brought to eliminate the practice of cutting down the number of outlets to the very minimum that the customer can get along with—and in some cases reducing the electrical equipment to the point of sheer inconvenience—the increased revenue which will come to the lighting companies in this one way will many times repay any effort the companies make in encouraging this movement,” said a man who knows the central stations intimately, in discussing the new Merchandising Plan last week.

“This idea of Goodwin's seems to me to mean more to the central stations, even, than it does to the contractors, and already a lot of central station men are realizing what it can do for them in increased security of public opinion and in increasing kilowatt-hour business. Every

day or two, in fact, we discover how it offers a remedy for some long-standing abuse.

“Take that matter of outlets I just referred to. The owner or the architect plans a house. Then along comes the electrical contractor who, instead of showing the owner how he can increase the convenience and electrical equipment of his home, immediately proceeds to point out where outlets can be eliminated that will decrease the cost of the job. The owner agrees, and the job goes in, much curtailed.

“Naturally, with fewer outlets less conveniently located, the use of electricity is less. Yet the central station has had all the expense of running the service, placing the meter, and rendering monthly bills. These fixed expenses have to be carried by the consumption of energy through the curtailed installation. But it is the electricity that might have been used through the outlets the contractor lopped out of the job that would have constituted the really profitable business from this customer. The central stations have lost thousands of dollars of income in this way.

“If the contractor, therefore, can be encouraged to put in jobs that are complete electrically, the customer will benefit from increased convenience, the contractor will earn more money and the central station will increase its sales of these marginal kilowatt-hours which, after all, are the ones that contain whatever profit there comes from serving that particular customer.

“And when the central stations once find out what this Merchandising Plan means to them, you can be sure they will work even more enthusiastically to put it across than the contractors are doing to-day.”



The After-Christmas Money

IT HAS been prophesied by men whose gift of guessing is reported good, that there will be more than the usual amount of money gifts this Christmas. That means that there will be more Christmas checks cashed and more money spent for self-selected presents than is normal. Not a bad thought, either, for the man with an electric store.

It means that it will not be wise to “take the week off” after Christmas just as though the buying were all over for the year. Rather we would suggest a set of advertisements, window cards and store displays to flash the message—“We will cash your Christmas checks and sell you something that will bring you comfort all the year.” There is a thought here well worth following.

IDEAS FOR THE MAN WHO SELLS

Plans, Schemes and Methods to Increase Sale of Electrical Goods

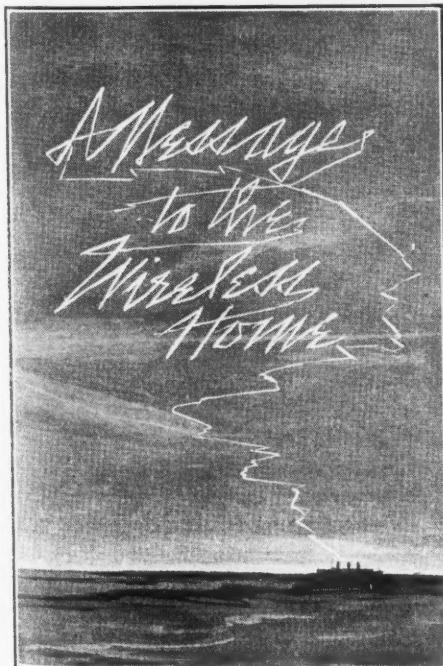


A Salesmanship Stimulator

Here is a plan that may be used to develop increased sales on the part of the whole force of the store. Allow each clerk to select from the stock some one item that he thinks he can sell. Arrange, if the store is a small one, to place these special articles near the door so that a clerk accompanying a customer to the door will have an opportunity at the last moment, as a sort of afterthought, to call attention to his special. Of course, the customer has completed purchasing and when so nearly out of the store is off guard. The clerk himself is enthusiastic about the goods he has selected.

The dealer may even offer a prize to the clerk making the most sales in this way, or a "P. M." (premium money) for each sale made. Of course, in a large store such specials must be differently placed, as few of the salespeople would ever go to the door with the customers.

"S. O. S.-ing" the Unwired House



The Public Service Company of Northern Illinois is the signee of this aerogram to wireless homes. Inside of the unusual cover is an attractive house-wiring offer and an array of electric servants which the ready socket makes available.

How Electric Washing Machines Help Sell Houses

Just outside of Philadelphia people are buying cozy two-story homes from a real estate man who has so far lightened the labor of the new



In this clipping from a real estate man's folder describing suburban homes, note the reference made to electrical equipment

owners as to install an electric washing machine in each house.

In the attractive folder which John H. McClatchy has issued to tell about the model homes he is selling on the monthly-payment plan, special attention is given to the electrical equipment. There is a chance for every electrical man to point out to the real estate dealers of his town the way to quick sales and ready renting through the agency of electric labor lighteners.

Getting Down to Street Level

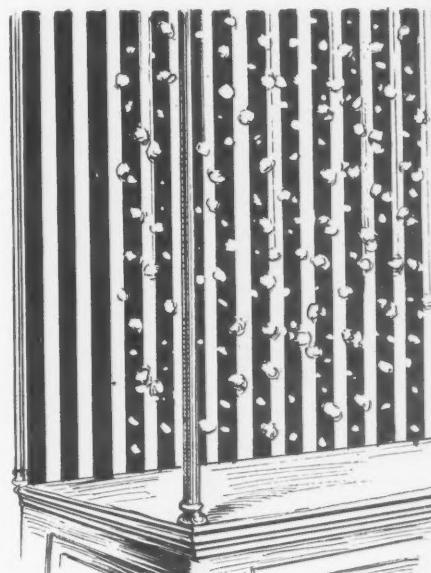
In many towns, particularly those in which the business section is rather old, there are plenty of stores up two or even three steps from the sidewalk. Some merchants with such stores spend a good deal of time complaining about it. Instead, why not get busy and get down on the street level? It is not as expensive or as big a task as it sometimes seems. The windows can easily be let down and transoms or panels put above them. If it is too much to let down the floor throughout the whole store, let it down for a part of the way, so that the entrance

and the front counters will be on the street level. People will go up the two or three steps after they get inside and give it scarcely a thought. Of course, this makes the cellar low in front, but it is better to have a part of the cellar put out of business than to have the whole store up on stilts. It is entirely likely that in many stores a lowering of the floor will make a balcony possible which will make up for some of the room lost in the cellar. Don't keep putting off the lowering proposition. If you haven't the money, borrow it. It will be easy to pay it back from the increased business. If the building is not yours and the landlord will not lower it, offer to do it yourself and pay for it and take your payment in the form of a partial rebate of the rent month by month until it is completely covered.

A Snow Effect for the Dealer's Window

A New York City dealer secured an attractive snow-scene effect in his show window at Christmas time by tying little tufts of cotton on fine black threads and suspending these at irregular intervals near the front of his window.

By using a striped black-and-white background for his window, the threads were made practically invisible and the resulting effect was that of the cotton snowflakes being suspended in mid-air.



These "snowflakes" of cotton are suspended on fine black threads which are effectively camouflaged by the black-and-white stripe background.

Demonstrating Electric Sewing to Red Cross Workers



Every American woman is interested in Red Cross work at present and when the Albuquerque (N. M.) Gas & Electric Company held an "electric demonstration week" recently, particular emphasis was laid on the convenience and speed of electric sewing. Among the other features of electrical home equipment which were shown at the successful event were irons, percolators, toaster stoves and ovenettes. Each day during the exhibition electrically cooked refreshments were served, and the ease and simplicity of their preparation were explained to the interested audience.

An Inventory Scheme That Gives Automatic Check on Count Made by Inventory Clerk

A large electrical supply company operating a number of retail stores makes use of an inventory scheme which furnishes an automatic check on the count of articles made by the inventory clerk who first takes the inventory.

At inventory time numbered slips bearing the names of the various electrical articles are first distributed through the bins, one to each bin or shelf. The inventory clerk then goes through the stock counting up the number of articles of each kind and noting the number on the corresponding slip, this slip being left behind in the bin.

As soon as the first inventory clerk has completed his count, a second man, an inventory checker, is sent through the stock in the same way. He makes his count of each article, and thus verifies the number marked down on the slip, collecting the slips as he goes along. These slips thus bear a complete record of all goods in stock, separately counted.

To make sure that all the slips distributed are collected again, the slips before being distributed among the bins are provided with numbered coupons. These coupons are torn off before the count is begun, and are preserved by the store manager while the inventory is going on. The slips turned in at the end of the inventory are then compared with the coupons held, and missing slips can be located by the coupon numbers.

Getting Individuality in Your Advertisements

If you cannot get in your newspaper office a type face that suits you and that is not used by other advertisers, buy a font of type for your own special use and have it used exclusively in your own space. Do not get a freak type, hard to read, but a very easily read type which still is distinctive. You can use the ordinary body type of the paper for the body of your advertisements. It is enough to have a special type for the display lines, as it is these that give the style to the whole advertisements.



Dealers Will Accept Liberty-Bond Coupons on Appliance Purchases

By H. V. COFFEY

By H. V. COFFI
H. M. Bylesby & Company, Chicago.

HERE'S AN IDEA which I believe will stimulate the sale of electrical appliances as Christmas presents, while at the same time having a patriotic purpose. The advertisement below shows how the Byllesby central station companies will advertise the cashing of Liberty Loan coupons by local electrical dealers, in exchange for appliance purchases, at 125 per cent of face value:

**GET FULL VALUE OUT OF YOUR
LIBERTY BOND COUPONS**

LIBERTY BOND COUPONS
*Cash them for electrical appliances at
any of the following dealers and secure
125 per cent of their face value. This
means that the*

etc.! etc.! etc!
There is no limit to the number of coupons anyone may cash at these values, provided electrical appliances are purchased exceeding or equaling such values.

Following are the dealers and stores where the coupons may be cashed on this basis:

(List of names)

Bidding for Winter Fan Business

Murder!

Jack Frost kills the window display you are so anxious to have people see. You can chase him away and keep your windows clear by using an electric fan.

Perhaps we can be of some assistance to you; let us try.

A Brooklyn, N. Y., electric company is using the above lines on a postcard to boost the sale and use of electric fans in winter. Fans will prevent frost from forming on windows, and it is worth many times 2 cents to tell a store-owner prospect about this fact.

A Private Electric Show that Called Attention to New Store Location

The Rex Electric Company of Decatur, Ill., selected late winter as the best time to move its place of business, since that was considered to be the time when business was least active. Just after the company moved it was thought necessary to do something to call attention to the new location. The company decided an electric show was the best agency through which this could be accomplished, and also believed it could stage its own electric show. The show was appropriately decorated, and it was advertised along with several premium offers in the newspapers.

The show stimulated the store's business to such an extent that the activity carried on right up until the spring wiring work opened. This had the effect of making the company's change of address profitable instead of detrimental.

To Show Up Old Stock—An Idea for Inventory Time

Some dealers make it a practice when taking inventory to affix a little red star to all packages that have been on hand a year or more. These stickers can be purchased at any stationery store, and are gummed, ready for use.

If the goods are on hand when the next inventory is taken, a second little red star is affixed, thus giving in a private code definite information to the sales force as to how long the package or article has been in stock.

Turning a Vacant Store Into a Prospect Factory

Vacant stores are noticeable. Not long ago the manager of a Mid-Western electric store noticed one near his office. After giving the matter careful consideration he hired the store for two weeks.

His next move was to install in the space thus acquired the whole family of electric home labor lighteners all connected up and ready for demonstration. He then advertised a free electric show.

Several extra salesmen and demonstrators were employed for the period of the show. Each evening from 7 to 10 o'clock free refreshments were served, consisting of electrically baked bread electrically toasted, and electrically percolated coffee. During this time as many sales were made as possible, but the attendants were cautioned not to urge visitors too strongly, as such pressure tends to keep other visitors away.

Just as soon as the two weeks of display were over, all names and addressed cards were sorted and each prospective buyer was mailed a special sales letter, individually type-written to appeal to his particular interests, urging that the inclosed order blank be filled in and returned. The blank served as an order for the particular item in which that person had shown an interest while a visitor at the showroom.

This produced results, both in immediate sales which paid the cost of the impromptu electric show, and in mail-order sales after the show period. The people who had given their names and addresses, but had

not immediately bought nor sent in their order by mail, were called upon in person. The salesman calling at the residence was often able to take orders for the items that had not been mentioned at the time the prospective buyers were at the showroom. This was for the reason that after the salesman was inside he could study the arrangement of the home and make suggestions for improving its appearance or for lightening its labor by installing special electrical appliances.

That All Who Ride May Read How to "Lighten the Labor of the Home"

Every electric shop and contracting business located in a town through which a railroad or interurban line runs has the opportunity to place its business card in the hands of every resident who travels, regularly or occasionally.

The ordinary railroad time-table is inconvenient to read. Make up a small card listing all the daily and Sunday trains leaving your town, so that the reader can find the time of the next train at a glance.

On the back of the card print a "Lighten Labor" message, listing a few of your appliances and telling what they will do. Then have some school boys hand them to commuters at the station morning and evening. Inclose them with your monthly bills, and have them delivered at the homes of electric light users. You can get the list from the central station.

RAILROAD TIME-TABLE			
WEEK DAYS		SUNDAYS	
Leaving Busylle Going East	Leaving Bu:yville Going West	Leaving Bu:yville Going East	Leaving Busylle Going West
A.M. 7:00 8:30 10:20 11:15 P.M. 2:00 4:30 6:00 10:00	A.M. 6:00 8:00 10:00 11:30 P.M. 1:30 2:45 8:00 9:30	A.M. 8:00 9:30 10:15 11:20 P.M. 1:45 2:30 4:00 7:00	7:45 10:30 11:15 P.M. 1:00 2:40 3:10 5:40 9:55

You have noticed that this time-table is easy to read. It lightens the labor of finding trains. Turn the card over and find out how to LIGHTEN THE LABOR OF YOUR HOME

FRONT

BACK

An easy-to-read time-table, printed on a small card will keep your electric store message before everyone in your section who travels

How to
**LIGHTEN THE LABOR OF
YOUR HOME**
Wash—with the SUDS Electric
Washing Machine.
Clean—with the SPOTLESS Electric
Vacuum Cleaner.
Iron—with the SMOOTHMEN Electric
Iron.
Cook—with the JUICE-IN Electric
Stove.
SMITH'S ELECTRIC SHOP
Has all of them ready for you to see
and try.
The Catchy Corner
Main and Market Streets

Talk Advantages, Not Disadvantages

In spite of the fact that in theory every "knock" is known to be a "boost," it is nevertheless true that there are still salesmen who continue to use as an argument in selling electrical appliances, the abuse of competitive appliances sold by some other dealer. H. S. O'Connor, manager of the Electric Shop in Youngstown, states that he has taken particular pains to school his outside sales people in the idea that all electrical appliances must be represented to the customer as good, and that the selling of their own lines must be brought about by proving their particular additional advantages. Here is a fine distinction in point of view that every selling man should have in mind and practise as he sells.

Premiums on Coins

This is a plan for giving people discounts on purchases, under the guise of paying premiums on certain coins. After deciding whether to let the premiums apply to all purchases or only to certain displayed items, put up in the window, in front of the display, a list of the coins you will accept at more than face value, and the price you place on them. Make it plain that you do not buy the coins for money, but accept them on purchases at the prices mentioned. Go through your cash register and note what dates are in circulation, but not too common, and make your offers on those. It may be desirable to ask the bank to help you about this. List among the rest a good many actually rare coins at the prices catalogued on them by such people as the Scott Stamp & Coin Company, New York.

When a man sees in your window an announcement that you will pay \$2 in trade for \$1 of a certain date, or 10 cents for certain pennies, he stops and looks over his change. The women investigate the matter too. Get the schedule adjusted before starting, so that you will not have to back down on anything. Make it a rule that only a certain percentage of the purchase price of an article can be paid in premium-priced currency. Arrange the schedule so you will know in advance what is the greatest discount that can be taken by its means.

HINTS FOR THE CONTRACTOR



Ideas on Estimating, Stock Keeping, Shop and Construction Methods, and Collections

Building New Appliance Business with a Monthly Newspaper

When a newspaper man of fifteen years' standing forsakes the editorial sanctum to devote his time to the electrical contracting and retail business, it is natural to expect that he will take some of his publicity ideas with him. George A. Auble, Jr., who now operates an increasingly successful contractor-dealer establishment in Kempton, Ind., is such an ex-publisher. His association with newspaper work has impressed him with the great value of publicity and he now issues a monthly newspaper of his own to further the interests of his electrical business.

The four-page sheet carries descriptions of new electrical appliances, information on lighting and power subjects and special items relating to the Auble store. Manufacturer's cuts for illustration are readily obtained, factory men and jobbers giving him plenty of teamwork in the matter.

"I am fully satisfied that this method of advertising will pay, and pay big," said Mr. Auble in commenting on the success of his specialty newspaper. "Of course, one

cannot estimate what his exact returns from such a source will be, but I have had sufficient sales directly resulting from the paper to more than pay its cost. I have long believed that in order to make many appliance sales it is necessary to get people thinking about the convenience and even necessity of things electrical, and the paper is doing great work along this line."

Putting Life in Window Displays with Small Motors

"If I were an electrical contractor," said a window dresser for a hardware store the other day, "I would collect old fan motors, repair them and sell them to stores for window display work. A window with motion is a window with life, and magnetizes attention."

A. G. Crouch, sales manager of the McDougall Drug Store in Harvey, Ill., did not wait for some contractor to sell him a window motor. When he discovered a fan motor that had outlived its usefulness as a source of artificial zephyrs he connected it through a simple crank and belt mechanism to a display table. He mounted the outfit in his window so that when the motor was started the table moved back and forth over a travel of several inches. Simple decorations concealed the power below the throne. Then he arranged various displays to be commuted about the windows, and closed the switch.

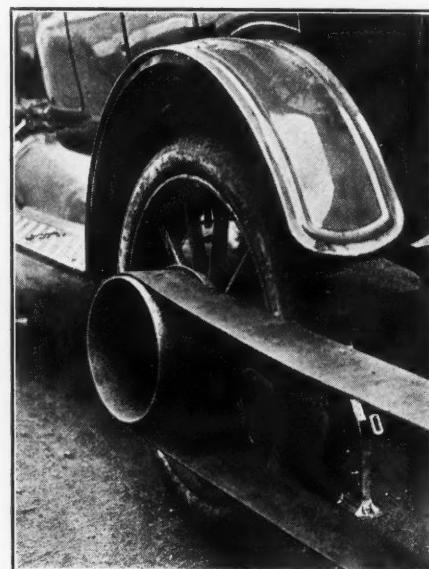
Did it pay? Judge for yourself! From Sept. 8 to Sept. 22 Mr. Crouch placed a group of pipes, razors and flashlights on his "commercial traveler." His sales on these items for that period were \$67.75.

Moral—You have a motor, an idea, and stores in your neighborhood with

stationery, statuary displays. Put two and two together and make foresight.

Demonstrating a Farm Lighting Plant with an Automobile Wheel Pulley

A detachable pulley for use on the rear wheel of a motor car is a convenient drive for the small lighting set. Max Barash of Maquon, Ill., who made the one illustrated, finds that it can be mounted or detached in less than four minutes.



A detachable wheel pulley is a handy article of equipment for the salesmen of farm lighting plants

When power is desired for a short time a rear wheel is jacked up, a few bolts tightened and the automobile engine does the rest. The pulley shown is 10½ in. in diameter and has a 5-in. face.

Installing Electric Pump in Leaky Cellars

Winter and spring are the times when leaky suburban cellars begin to get full of liquid snow. Picturesque as it may appear to the city man to navigate the lower regions of home in a washtub of questionable seaworthiness, the owner of the submerged basement is generally far from happy about the state of affairs.

One little electric motor direct connected to a small water pump will solve the whole problem. The installation of a simple float switch con-

ence in efficiency, will nearly pay a \$12.00 per month light bill! Figure it out yourself.

Everything in the way of electrical work should be done by an experienced electrician, because you are fooling with something which no man knows from whence it comes or what it is, but its use has led to the necessity of rigid insurance rules. Auble follows the rules of the National Board of Fire Underwriters, so you are safe in trusting him with your work. Don't take chances—play "Safe by First."

Every user of electricity should have a few extra fuses on hand in case one being blown down that you can restore the service. However, if you do not know what caused the fuse to blow it is best to call your meter man for an explanation.

Hoppoint

Electrical appliances are to be depended upon for quality, service and desirability. I have been a Hoppoint dealer for three years.

Why we should

Wire your home or place of business can be learned by inquiry among electrical experts as to our ability. We do not just string wires 'n' old way. We place them where they will be hidden or inconspicuous and above all where they will be.

Glad to furnish figures upon request.

When you buy a motor buy one with a NAME and a COMPANY behind it. That's why I sell the Westinghouse line of motors.

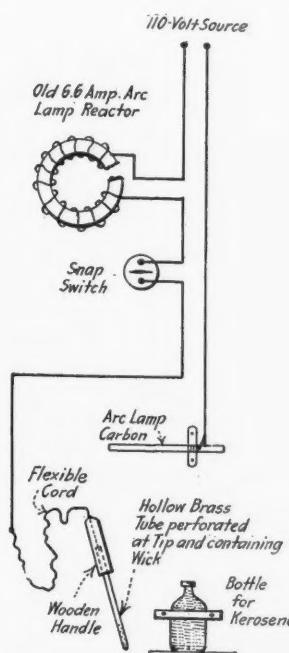
SEE
ON
DISPLAY
THE
MAJESTIC
ELECTRIC AIR
HEATER
PRICE \$7.50

One page of a monthly newspaper issued by a Kempton, Ind., contractor-dealer in which he describes the various appliances he sells.

trol renders the electric pumping set automatic in its operation and keeps the cellar dry. Every leaky cellar wall bounds the premises of an electric pump prospect, and winter and spring are the ideal times for the contractor to put up his strongest sales argument.

Making a Blow-Torch Lighter for the Shop

If you have an old arc lamp reactor, a piece of lamp carbon and a few inches of brass tube you can



Here is the diagram of a convenient torch lighter that can be made up from odds and ends.

assemble them into a convenient lighter for your blow torch.

First perforate the tip of the brass tubing, insert a piece of cotton wicking in it and sink the tube into a wooden handle. Solder a piece of flexible wire to the tubing to connect with line. Then mount a piece of lamp carbon, or the center electrode of an old dry cell, in a horizontal position above the work bench, and within easy reach. Connect this carbon to your 110-volt supply.

The purpose of the lamp reactor is to intensify the arc made by touching the brass rod to the carbon electrode. If you do not have an arc lamp coil around, any coil of wire (No. 14 or larger) wound on a soft iron core will serve the purpose. Connect this coil in series with the push button and igniter handle as

shown in the sketch. You should mount a double pole switch between the terminals of your lighter outfit and the 110-volt line.

With current on, the operator dips the brass tube in a bottle of kerosene. He then rubs it along the carbon rod and when the arc ignites the saturated wick the handle is applied to the torch. A pan of sand is a convenient means of extinguishing the lighter after use.

What Contractors Will Benefit from Association Membership?

"I have frequently been asked the question 'What class of electrical contractors will benefit most from membership in a contractors' association?'" said J. C. Forsyth, chief inspector of the New York Board of Fire Underwriters, in addressing the mass meeting of electrical contractors in Madison Square Garden Theater, New York City, on Nov. 20.

"To that question I will give several answers," continued Mr. Forsyth,

"for the contractors who will benefit from membership may be listed:

"1. Every contractor who believes that there may be something in some branch of his business with which he is not thoroughly familiar.

"2. Every contractor who is unselfish and broadminded enough to be willing to lend a helping hand to his fellow contractors.

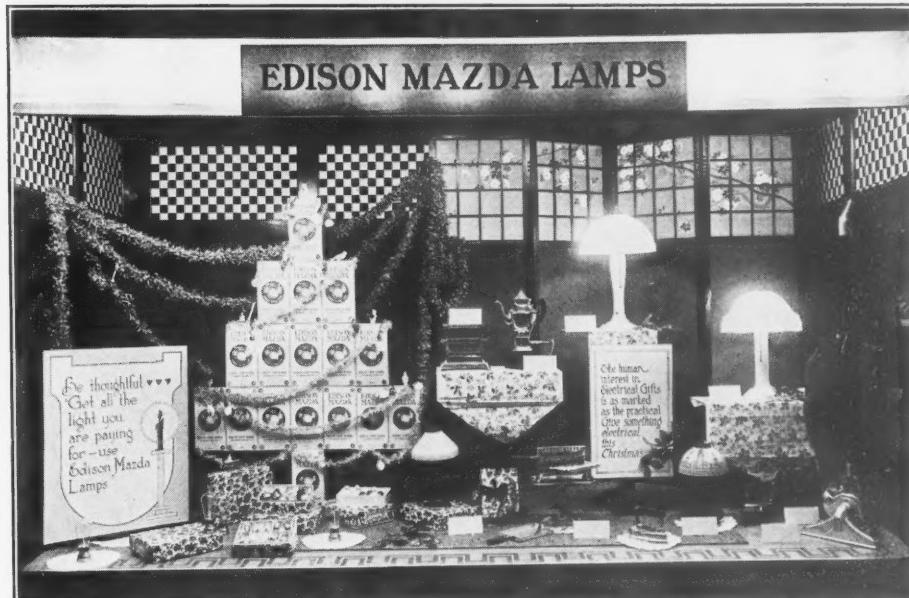
"3. Every contractor who desires to obtain the views of others on general business matters and practices, so that by comparing them with his own he can determine whether or not his own are right or wrong, and if so by how much.

"4. Every contractor who desires to know his fellow-contractor, and if possible make of him a friend instead of an enemy.

"5. Every contractor who prefers to receive from his fellow contractors in his daily routine of business life

"A boost instead of a brick,
A kindness instead of a kick,
A smile instead of a scowl,
Some help instead of a howl,
A handshake instead of a bite,
A tip as to what is right,
Something to keep him afloat, or
Cash instead of a note."

A Christmas Window That Has Balance Without Repetition



Two cardinal elements of window display are attractively incorporated in the Christmas window suggestions sent out this year by the Edison Lamp Works, Harrison, N. J. First, the design is appropriate and of good balance without being a mere repetition of units. Second, it emphasizes the merchandise, and impresses the prospective customer with the beauty and value of the goods.

The top panels of the window are filled with cardboard on which are painted red squares in checkerboard fashion. This is a simple arrangement, and is ideal where there are panels or room for a top border, as it fills up space too high for the display of electrical merchandise. The panel screen is a desirable accessory, as its warm green sets off the bright finished electrical appliances and portable lamps to their full advantage.

The "Christmas tree" of lamp cartons is a unique ornamentation. It is made of seventeen lamp cartons held together by their own flaps and a few pins, and supported by black thread attached to the top of the window.

STORE EQUIPMENT AND METHODS



*How to Plan and Equip Your Store
—Systems Used in Successful Merchandising*



Showing the Public "How It Works"

"It is easy to take too much for granted in respect to the public's electric information," said a traveling man the other day. "Recently I noticed in a large electric shop one of those motor-driven machines which can be attached to various hand-operated kitchen utensils to transform them into electric labor savers. This portable motor outfit stood by itself without even a descriptive folder near it.

"Just then two ladies entered the shop. One of them noticed the kitchen motor and inquired of her companion regarding its use.

"I don't know what it is or what it does," was the reply, "but I'm not going to display my ignorance by asking a salesman."

"It would not have been difficult to connect the machine to an egg-beater, and mount a card near it telling of other helpful things the outfit can do in the kitchen. The visitor who hesitated to 'display her ignorance' has much company, and it is up to us as electrical business men to meet her more than half-way in showing what our goods are, what they will do and how they do it. There never were better rewards for the exercise of constructive salesmanship than the conditions of to-day offer."

Window Feature in Transparent Mirror

The transparent, or "trick" mirror can be used effectively as the central feature of an after-dark display. An electrical dealer who was offering a special sale of toasters used as the center of his trim a transparent mirror behind which a toaster was placed. By means of a small flasher he turned off his window lights at intervals of thirty seconds, at the same time turning on the lights behind the mirror. This made the mirror frame and toaster the only articles plainly visible and concentrated attention upon the item the

dealer wished to feature. When the main window lights were again turned on, the display showed how the toaster could be used. The effect of action gained by the change of lights in the window arrested the attention of everyone passing by and the effectiveness of the display did the rest. Care should be taken that the flashes are not too rapid: at least thirty seconds should be allowed between each light change.

A Window Display for Early Winter

A whole shock of corn fodder, several pumpkins and squashes and a wax-figure witch (who is modern enough to wear an ankle watch) are the prime requisites for a window display like the one shown in the picture. A few hedge apples help to add interest. The electric flashlight pointing out the red ear of corn provides the touch of romance which assures a feminine appeal. This window was worked out by Guy Carlton of Bloomington, Ill., and was used with success in his electric store.



An ankle-watch wearing witch lends seasonal flavor to this electric shop window

Telephone Collection Stations Cut Electric Shop's Overhead

An electric shop in an Ohio city occupies a corner building at the business center of the town. The two local telephone companies realized that this location would be an excellent one in which to install clerks to collect telephone bills and asked permission to build collection booths for themselves in the store. The electric shop's rent was high and it had the space to spare, so a deal was made which practically reduces the store's rent overhead by 20 per cent. The presence of the two collection booths, which occupy in all a space 3 ft. by 20 ft., is considered desirable for the reason that they bring additional visitors into the store.

Oil Cloth For Kitchen Window Display

BY CLARK A. TALLMAN

When we desired to show an electric kitchen in our window display we were hampered because our window was not inclosed at the back. We overcame this difficulty by stretching checked and white table oilcloth on a frame back of the window. The same material was used to construct a sidewall and the ceiling.

Borrowing a white porcelain sink from a local plumber and a kitchen cabinet, a table and ironing board from a furniture house, also helped give local color to the kitchen.

A Sliding-Scale Sale for the "Stickers"

If you have some item of stock that is becoming unsalable and that you fear you will have to sacrifice some day, display it in the window as attractively as possible with the announcement that the price is so much and that it will be reduced by a certain sum each day until it is sold. This will sell the item—perhaps at a price considerably higher than that at which you might later have had to sacrifice it. There will, of course, be a tendency among people who may want it, to wait till the price goes down, but as it declines there will be the counteracting fear that somebody else may grab the bargain.

TRADE ACCEPTANCE.....	Accepted.....191.....	\$.....	Chicago,.....191.....
Payable at.....	(Name of your Bank)		Thirty days after date, for value received, pay to the order of
.....		GREGORY ELECTRIC COMPANY
By	(Sign here) Dollars
(The obligation of the acceptor hereof arises out of the purchase of goods from the drawer.)			
		GREGORY ELECTRIC COMPANY (Drawer.)	No.....Due.....

The use of the trade acceptance has marked advantages for both the buyer and seller. This shows the form as arranged by a Chicago electric company

Giving the Trade Acceptance a Chance

Believing that the use of trade acceptances is advantageous to both buyer and seller, the Gregory Electric Company of Chicago, Ill., is inviting its customers to employ that method of settlement.

Upon receiving the goods, the purchaser signs his name on the acceptance together with the name and address of his bank, and forwards it to the Gregory company. At the maturity of the paper it is forwarded to the specified bank for collection. The company offers 1 per cent discount on invoices where such acceptances are sent in payment.

"Safe for a Child to Buy" in This Store

Every electric store ought to have a slogan. It should be something to give individuality to advertising—something to talk about and to make people talk favorably about the store. The Columbus (Ohio) Railway, Power & Light Company has adopted a particularly appealing slogan for its electric shop. This shop, so the company's slogan says, "Is safe for a child to buy in." But in addition to adopting the slogan the company has gone to great lengths to impress the buying public that everything it sells must prove eminently satisfactory to the buyer, otherwise it will be made satisfactory or the money will be refunded.

According to W. A. Wolls, sales manager of the company, this phase of operation has been a large factor in permitting the company to handle as much appliance business

with two people in the store as it formerly could get with a force of solicitors in the field.

Interesting the Public in Flashlight "Life Test"

A flashlight "life contest" as a window display was recently run by the Stapp Electric Company, Peoria, Ill. A three-cell flashlight was placed in the window and lighted two hours each morning and two hours each evening. Guesses on the life of the battery were invited and those received varied all the way from one hour and twenty minutes to 1100 hours. The battery actually ran thirteen hours and fifteen minutes. Such

displays as this, the Stapp company found, get people interested in the actual performance of electrical devices.

New Uses for Blue-Glass Lamps

A big laundry in the South has put in an installation of blue-bulb lamps, because these artificial daylight producers assist the workers in locating yellow stains. A large mining company in the West is also using these lamps over concentration tables to assist in bringing out the line between the zinc and iron ore.

Lightening Labor Seven Days a Week

There's an electric labor lightener for every day in the week, and the picture shows how the Buckeye Electric Company of Findlay, Ohio, told its fellow townspeople about the different appliances.

Everyone knows, of course, that Monday is wash day, and it is altogether logical to connect the electric washing machine with the appointed time for the home laundering.

The connection in the display is actual as well as theoretical, white ribbon being used to tie the day of the week to the agent of ease. In the same way the electric iron is linked with Tuesday, and "sewing day" is associated with the portable electric stitcher.



Seven days a week electric servants can "Lighten the Labor of the Home," and this is the way one dealer dressed his window to tell the public about it

LIGHTING SALES METHODS



*Items of Experience
and Good Advice in Lighting Practice*

Kansas City Fixture Dealers Hold Educational Meetings Every Two Weeks

The Southwestern Illuminating Society, Kansas City, Mo., has gone on a schedule of a meeting every two weeks, the sessions to be held at the establishments of members. At a recent meeting, E. G. Stephens of the Stephens Chandelier Company was elected president and James Mundstock of the Western Chandelier Company was re-elected secretary.

The meetings and work of the society are purely educational, the programs being designed to help members develop cost accounting systems and to conduct their plants and sales work on a more scientific basis. At the recent meeting, for instance, one member, using a fixture for demonstration purposes, told of the various material items that entered into its making, enumerating the items of labor also and covering all phases of its cost. Such a demonstration naturally required that this member study his own costs closely in order to deliver a helpful talk. Discussion followed, with particular reference to variations in ideas of costs.

At each meeting new offerings in the business, such as styles of fixtures, are brought up and the possible popularity and permanence of these items are discussed.

"We don't undertake to decide on styles," said a member. "But it's a cinch that if many members are going to knock some style the rest of us are not going to waste much breath pushing it."

The meetings are attended by fifteen to twenty persons, including managers and salesmen. Frequently the foremen of shops are present also. The programs for the next few meetings include several talks on shop efficiency, during which details of the plant end of the business will be discussed, as well as features of bookkeeping and sales work.

The meetings are all open—visitors are welcome, especially fixture

men, whether members of the society or not.

"If anybody can learn anything from our meetings, they are welcome to it—for we hope we are helping the industry, and doing what will benefit the public too," said one member.

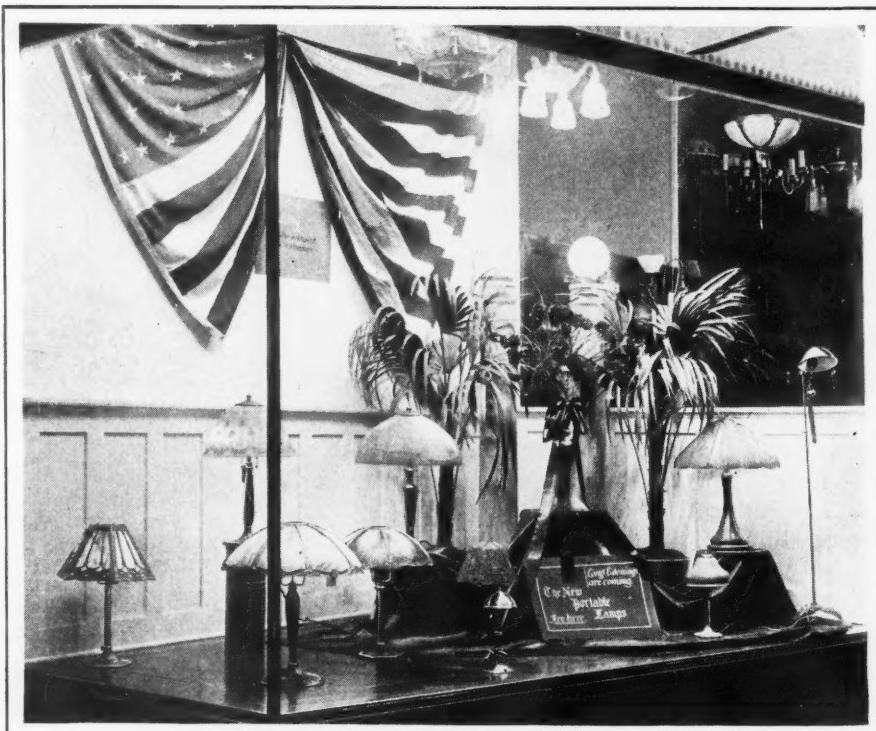
Plan for Keeping a Balanced Fixture Stock

After going through the experience of over-stocking on certain lines of fixtures and under-stocking on others, the James Gray Electric Company of Bloomington, Ill., worked out a plan to prevent a repetition of this common disaster which is one that ruins many concerns. The plan is one which permits the concern to keep an accurate record of all fixtures in stock and to have this record in such shape that it will assist in making selections when fixture stocks are replenished with new goods.

The visible parts of the system are key marks on the price tags of dis-

played fixtures and a small six-drawer filing case. The key marks designate the position in the salesroom of the displayed fixture from which the sale was made and also the location of the stock on the shelves in the stockroom. For instance, a tag may bear the mark I-4. This means that the fixture hangs in the ninth row (I being the ninth letter of the alphabet) and is the fourth from the right end of the row. The notation also tells that the stock will be found on shelf No. 9 in position or bin No. 4. This part of the plan is in reality a big time saver as it eliminates hunting, the favorite indoor sport of the fixture clerk.

The filing case contains a drawing or photograph of each style of fixture in stock. This is secured from the manufacturer and is placed in the drawer which contains pictures of units of the same general design. On the back of each picture the fixture department notes the number of that style bought and the position of the displayed fixture in the salesroom. This gives a record of the stock as it comes in. Then as sales are made the key number is noted on each order blank. From copies of these blanks records of sales are transferred to the backs of the pictures. In this way the records in the cabinet become an accurate index for the man who buys new stock.



Here is a winter season display of portable lamps arranged by L. E. Ragan of the Rome (N. Y.) Gas, Electric Light & Power Company. Note how effectively a few flowers, ferns and ribbons may be used to dress up the window as a whole

An Experience in Selling Fixtures to Stores

A fixture salesman who has been co-operating with the Toledo Railway & Light Company in a fixture campaign that has sold 1000 lighting units in Toledo for cash, relates the following incident:

This salesmen called one day on the manager of a department store who was considering installing better fixtures. The campaign units sold for \$25 each, but this manager had his eye on a \$6 fixture which he thought would be good enough. Finally the salesman said: "May I ask you two impertinent questions?"

"Go ahead," said the manager.

"How much money have you spent on your show windows?" he queried.

WINDOWS WORTH LIGHTING WELL

The manager swelled up with pride and said:

"We have spent \$30,000 on our show windows and they are worth every cent of it. We have people standing in front of our windows when the adjoining stores are not even looked at. They are bringing us a tremendous amount of business."

"That's interesting," said the salesman. "What did you pay for your showcases?" And when the department store man told him of the quality and value of this equipment and that nothing but the best would do when it came to showcases, the salesman pointed to the \$6 fixture and asked him how he thought it compared with the quality of the show windows and the cases.

The argument carried. The whole department store was fitted out with the new unit at \$25 per. It suggests an effective argument which can be used in any store where other equipment of good quality is already in use.

The Home Electric Construction Company, with stores at Macomb, Bushnell, Rushville and Beardstown, Ill., has just opened up a store at Havana, Ill. The main office is located at Macomb. W. I. Savidge, president and general manager, reports that at present a good business is being done, among the jobs being a conduit wiring job for a seven-story concrete flour mill being erected in Beardstown, Ill.

Record of Lighting Fixture Patents

Structural Patents

1,245,177. Shade Holder. John Beiswanger, Steubenville, Ohio, assignor to Gill Brothers Company, Steubenville, Ohio. Filed April 30, 1917. Issued Nov. 6, 1917.

1,245,305. Receptacle. Ernst G. K. Anderson, Chicago, Ill., assignor to Benjamin Electric Manufacturing Company, Chicago, Ill. Filed Jan. 3, 1916. Issued Nov. 6, 1917.

1,245,399. Electric Lamp Socket. Frederic P. Gates, Hartford, Conn., assignor to the Arrow Electric Company, Hartford, Conn. Filed April 11, 1916. Issued Nov. 6, 1917.

1,245,855. Shade Holder. Ernst G. K. Anderson, Chicago, Ill., assignor to Anderson Electric Specialty Company, Chicago, Ill. Filed April 15, 1916. Issued Nov. 6, 1917.

1,246,118. Incandescent Lamp. Irving Langmuir, Schenectady, N. Y., assignor to General Electric Company. Filed Sept. 4, 1913. Issued Nov. 13, 1917.

1,246,282. Electrical Switch. Frank Teijiro Kobayashi, Kenilworth, Utah. Filed Jan. 17, 1916. Issued Nov. 13, 1917.

1,246,493. Pull Socket. George B. Thomas, Bridgeport, Conn., assignor to the Bryant Electric Company, Bridgeport, Conn. Filed Dec. 18, 1915. Issued Nov. 13, 1917.

1,246,497. Lamp Shade. Arthur J. Tizley, Brooklyn, N. Y., assignor to Edward F. Caldwell & Company, New York, N. Y. Filed March 21, 1917. Issued Nov. 13, 1917.

1,246,509. Protective Device for Light Shades. Fred M. Walker, Detroit, Mich. Filed Dec. 21, 1916. Issued Nov. 13, 1917.

1,245,949. Electric Lamp Socket. Arvid H. Nero, New Britain, Conn., assignor to the Arrow Electric Co., Hartford, Conn. Filed July 8, 1916. Issued Nov. 6, 1917.

1,246,047. Electric Lighting Fixture. Carl A. Brown, Fostoria, and Arthur M. Klingman, Cleveland, Ohio, assignors to General Electric Company. Filed March 26, 1914. Issued Nov. 13, 1917.

1,246,080. Illuminated Switch Button. Maxwell C. Frank, Piedmont, Cal. Filed July 17, 1916. Issued Nov. 13, 1917.

1,246,107. Support for Electrical Fixtures. Julian H. Kendig, Pittsburgh, Pa. Filed Sept. 5, 1916. Issued Nov. 13, 1917.

1,246,647. Lamp Support. Ralph D. Parker, San Francisco, Cal., assignor of one-half to Fred R. Drinkhouse, San Francisco, Cal. Filed Feb. 19, 1916. Issued Nov. 13, 1917.

1,246,845. Electric Circuit Making Device. Reuben B. Benjamin, Chicago, Ill., assignor to Benjamin Electric Manufacturing Company, Chicago, Ill. Filed April 19, 1912. Issued Nov. 20, 1917.

1,246,846. Electrical Receptacle. Reuben B. Benjamin, Chicago, Ill., assignor to Benjamin Electric Manufacturing Company, Chicago, Ill. Filed Jan. 27, 1916. Issued Nov. 20, 1917.

1,247,000. Lighting Fixture. Herman Plaut, New York, N. Y. Filed Feb. 10, 1917. Issued Nov. 20, 1917.

1,247,492. Lamp Socket Casing. Reuben B. Benjamin, Chicago, Ill., assignor to Benjamin Electric Manufacturing Company, Chicago, Ill. Filed April 19, 1912. Issued Nov. 20, 1917.

1,247,493. Shade Holder. Reuben B. Benjamin, Chicago, Ill., assignor to Benjamin Electric Manufacturing Company, Chicago, Ill. Filed April 23, 1915. Issued Nov. 20, 1917.

1,247,820. Electric Socket. David D. Gordon, Chicago, Ill., assignor to the Yost Electric Manufacturing Company, Toledo, Ohio. Filed Nov. 6, 1915. Issued Nov. 27, 1917.

1,248,059. Electric Light Bulb and the Fittings Therein. Delbert Riley Bait, Melbourne, Victoria, Australia. Filed July 18, 1916. Issued Nov. 27, 1917.

1,248,135. Lamp Socket. Charles J. Klein, Milwaukee, Wis., assignor to The Cutler-Hammer Manufacturing Company, Milwaukee, Wis. Filed Nov. 9, 1914. Issued Nov. 27, 1917.

1,248,161. Electric Fixture. Roy Wm. Purcell, St. Paul, Minn. Filed Feb. 1, 1917. Issued Nov. 27, 1917.

1,248,187. Lighting Fixture. Esmond M. Smith, New York, N. Y., assignor of one-half to Leopold Plaut and one-half to Herman Plaut, New York, N. Y. Filed Jan. 20, 1917. Issued Nov. 27, 1917.

1,248,222. Insulated Reflector. William Weckesser, Philadelphia, Pa. Filed Nov. 29, 1916. Issued Nov. 27, 1917.

1,248,384. Electric Wall Switch. William J. Newton, Lynbrook, and Morris Goldberg, Brooklyn, N. Y., assignors to Newton Manufacturing Company, Lynbrook, N. Y. Filed July 13, 1916. Issued Nov. 27, 1917.

1,248,421. Attachment Plug for Electric Wires. Charles Frithiof Toren, Springfield, Mass., assignor of one-fifth to Wolfgang E. Schwarzmann, Longmeadow, Mass. Filed Sept. 13, 1916. Issued Nov. 27, 1917.

Design Patents

The following are ALL the design patents pertaining to lighting materials, issued by the U. S. Patent Office between October 27 and November 27, 1917, inclusive:

54,457. Lamp. Charles E. Godley, Detroit, Mich., assignor to Edmunds and Jones Corp., Detroit, Mich. Filed Dec. 30, 1916. Issued Nov. 6, 1917. Term, fourteen years.

54,473. Lighting Fixture. Harry C. Adam, St. Louis, Mo. Filed Sept. 21, 1917. Issued Nov. 13, 1917. Term fourteen years.

54,474. Lighting Fixture. Harry C. Adam, St. Louis, Mo. Filed Oct. 5, 1917. Issued Nov. 13, 1917. Term, fourteen years.

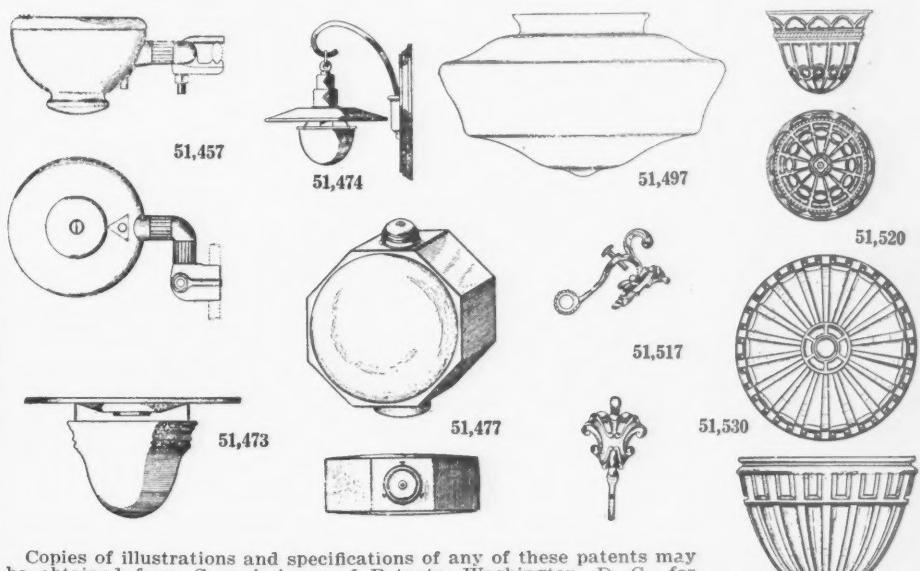
54,477. Lamp Globe or Casing. John L. Dawes, Pittsburgh, Pa. Filed Aug. 4, 1917. Issued Nov. 13, 1917.

54,497. Lamp Globe. Samuel G. Hibben, Pittsburgh, Pa. Filed Feb. 26, 1917. Issued Nov. 20, 1917. Term, three and one-half years.

54,517. Hanger for Light Transmitting Bowls. Edwin L. White, Brooklyn, N. Y. Filed Sept. 11, 1917. Issued Nov. 20, 1917. Term, seven years.

54,520. Lighting Fixture Bowl. Harry C. Adam, St. Louis, Mo. Filed Sept. 21, 1917. Issued Nov. 27, 1917. Term, fourteen years.

54,530. Ornamental Lamp Shade, Globe or Reflector. Harrison D. McFaddin, East Orange, N. J. Filed Aug. 2, 1917. Issued Nov. 27, 1917. Term, seven years.



Copies of illustrations and specifications of any of these patents may be obtained from Commissioner of Patents, Washington, D. C., for 5 cents each.

SALES HELPS FOR THE DEALER



*What the Manufacturer Offers
to Help You Get More Trade*



"America's Electrical Christmas" Campaign Book

The Society for Electrical Development's new campaign book on "America's Electrical Christmas" is a collection of live, pertinent material for the merchandiser of electrical appliances. It contains forty-eight pages of useful, serviceable sales helps and reproductions of display material which can be ordered from the society. It explains in full the plan for supplying electrical merchandisers with two fine films: "Santa and the Wonderful Genie" and "The Home That Runs by Magic," which have been prepared by the society in collaboration with the Universal Film Manufacturing Company, especially for this nation-wide campaign. These films are each about 300 ft. in length. They are imprinted with the dealer's name and become his property at a cost of \$15.

The society reports that its manufacturer members declare their 1917 Christmas appliance business exceeds all expectations. In the face of shortage of materials and labor, nearly all are making deliveries on schedule, although considerable delay is experi-

enced by a few in shipping. Christmas, 1917, will undoubtedly be the greatest year for the giving of something electrical that has ever been known.

"Matchless Times" Aids Farm-Lighting Salesmen

The Western Electric Company is publishing a bi-monthly sheet for its agents who sell farm-lighting equipment. The purpose of the *Matchless Times*, as this lively little paper is called, is to give to the farm-lighting men the best that is developed in the way of selling hints and to devise workable methods of pushing electrical appliances on the farm. This paper adds a personal note to the Western Electric's selling organization and aids its farm-lighting men in keeping up to date in matters pertaining to the electrical appliance field.

"Retail Selling and Store Management"

"Retail Selling and Store Management," a 280-page book by Paul H. Nystrom, carries many interesting messages for electric shop owners, managers and salesmen. The psychology involved in leading up from the casual interest of a customer to an actual transaction is dealt with in detail. Much of the material is written in terms of department stores and dry-goods stores, but the principles may be easily translated from percales to percolators. The book is published by D. Appleton & Company, New York City, and is priced at \$1.75.

Full-page newspaper advertisement suggested by Society for Electrical Development for use in its "America's Electrical Christmas" campaign. Such a full-page ad can also be used as a co-operative announcement of a group of electrical merchants, the cost being pro-rated among the companies whose names appear in the space below the ad.

The Viking Electric Company, 150-152 Chambers Street, New York City, has issued an attractive two-color folder describing and illustrating new members of its "Little Giant" family of small transformers and bell ringers.

The Ivanhoe-Regent Works of the General Electric Company, Cleveland, Ohio, is now distributing catalog No. 253 which describes the "Schedule B," Regent shades. In addition to the usual catalog numbers and price lists, thirty-four illustrations are included showing the various types of shades and their sizes.

The Wirt Company of Philadelphia has issued a twelve-page booklet describing and illustrating its Di-El-Ite resistance unit, copies of which may be obtained upon application.

U. S. Will Not Seize Postal Savings Deposits

A. Mitchell Palmer, alien property custodian, made the following authoritative statement in the "Official Bulletin":

"Some misapprehension seems to exist relative to the status under the trading-with-the-enemy act of citizens or subjects of Germany or its allies resident in this country. Such persons are not included within the term 'enemy or ally of enemy' as employed in the act. Deposits in the postal savings banks of the United States belonging to such persons are not liable to seizure by the government and will not, therefore, be taken into the possession of the alien property custodian or be interfered with in any way whatever."



Hanging a Marker on Exhausted Stock

IN THE SALESROOM of the Frank H. Stewart Electric Company, Philadelphia, every stock drawer is provided with a little red tag on a string. The string is attached to a tack on the inside of the drawer and when a salesman notes that but ten of the articles are left he pulls out the tag so it hangs on the outside of the stock drawer. Each drawer carries the catalog number of the article within and in order to secure fresh stock the order clerk merely checks numbers on his sheet corresponding to the drawers on which the red tags are displayed. Also it is possible for the store manager to see at a glance the condition of stock in any section of the store.

Clearing Out Appliance Stocks in January

Manager Hyer of the United Electric Shops, New York City, Explains Methods Which, While Effective in Accelerating January Business, Avoid Disturbance of Regular Business of Own Shops and Other Dealers

THE sound merchandising principles which can underlie the January clearance sale of electrical appliances as conducted by the modern merchandiser, are clearly set forth in an interview with Z. M. Hyer, merchandising manager United Electric Shops, New York City, appearing in the first issue of *The Contact*, the new Westinghouse dealer-help publication which makes its appearance this month with the December, 1917, issue.

"Mr. Hyer represents the new order of central station merchandisers," explains the interviewer in prefacing the article. "He is only indirectly interested in the sale of current, and is concerned more with the sale of merchandise, being expected to make that department show a profit."

Hence when Mr. Hyer holds a sale he is expected not only to get current-consuming apparatus on the lines, but the sale must be based on some sound merchandising reason that would apply equally well to the business of the dealer who has no special interest in load building.

"We hold a clearance sale in January," said Mr. Hyer, "not so much to

get rid of certain lines of merchandise as to stimulate sales in what would otherwise be a very dull month. Our Christmas business is very large, the number of sales in December being nearly three times the average for the remaining months; and as an inevitable reaction, our January business would fall to almost nothing if we allowed normal events to take their course. With a special sale at this time, however, we bring January well up into line. Indeed, last January the number of sales exceeded the monthly average for the year."

"What goods do you select for a clearance sale?" Mr. Hyer was asked.

AVOID SPECIALS ON TRADE-MARKED GOODS

"That depends entirely upon conditions. We are trying to establish a rule that no standard, trade-marked, nationally advertised goods shall be used as a basis for such a special sale. Hence we prefer to push in this manner special untrade-marked goods such as portable lamps and apparatus, which goods, though of a standard make, bears only our own name or

some other that does not identify it, our object being to disturb as little as possible the relation existing between ourselves and other dealers, which is liable to occur with indiscriminate price cutting.

"There is another reason for making a special effort to clear out portable lamps and that is that it is a line in which styles change every year. What sells well to-day may be practically unsalable a year from now, and since the main business in these lamps is done in the fall, the sooner the entire line is cleaned out after Christmas the better. As the use of electricity in the household increases a greater number of "style goods" of other kinds will be handled by the electrical dealer and the same reasoning will apply to them."

ADEQUATE ADVERTISING IMPORTANT

"What reduction in price do you think is sufficient to stimulate the movement of such goods?" was the next question.

"Ten per cent is usually enough," replied Mr. Hyer, "when it is backed up by adequate advertising."

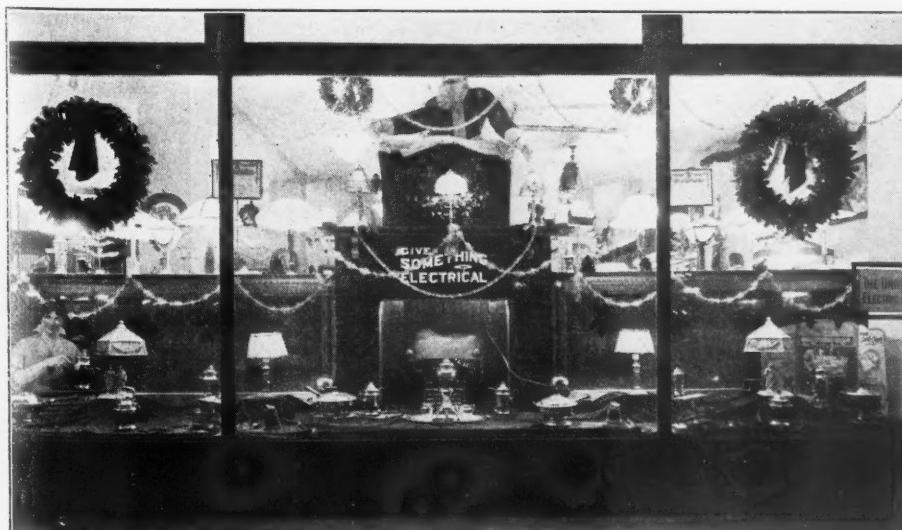
"Don't you ever have special sales of trade-marked goods?"

"Yes, we do, but their number is decreasing. If we find we are heavily overstocked with a certain line, or if the line is to be discontinued by the manufacturer and it thus loses the support of national advertising, we can only do what every other retailer must do to avoid loss under the circumstances, and that is clean up our stock with a special sale."

"We believe, however, that the price of a standard, trade-marked article should not be cut. Our preferred method is to offer the article at its regular price but make the deal attractive by including a premium, such as an ironing board with an electric iron or a set of attachments with a vacuum cleaner. In this way we try to maintain prices, but at the same time serve our own ends."

A WAY OF AVOIDING PRICE CUTS

"Just now there is another way to dispose quickly of certain items without actually cutting the price, that is to maintain the old price on the article we want to get rid of, while the prices of similar goods that we intend to continue are advanced. Thus we still have some coffee percolators of a discontinued line that we sell for the old price of \$5, whereas all our other per-



The electric shops of the United Electric Light & Power Company are only indirectly interested in the sale of current, but are directly concerned with the merchandising of appliances so as to show a profit in that department and to encourage merchandise sales by other dealers.

colators of the same general type are \$8."

"Do you find that the recent increase in prices tends to decrease business?" was the final question.

"No," said Mr. Hyer, with one of his pleasing smiles.

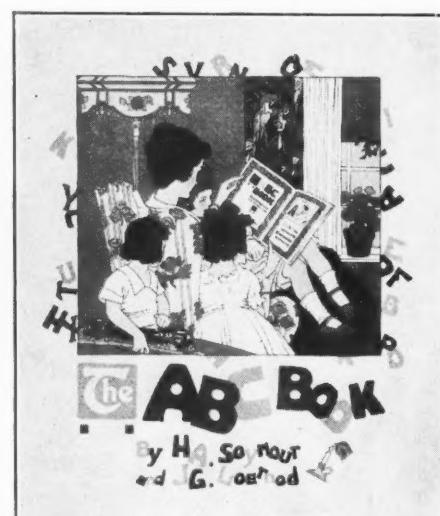
Liberty-Bond Coupons Will Pay Electric Light Bills at Baltimore

Announcement is made by the Consolidated Gas, Electric Light & Power Company of Baltimore that the company will accept Liberty Bond coupons in payment of its customers' bills. More than 90,000 Baltimoreans bought second Liberty Bonds. This is one person in seven, and it is apparent that the day is fast approaching when there will be a Liberty Bond in practically every Baltimore home.

Coupons for the first Liberty Bonds will be payable on Dec. 15, when the owner of every 3½ per cent \$50 bond will receive 87½ cents. In announcing the decision of the Baltimore company to take this action, John L. Bailey, treasurer, explained that the company recognized that this would be an added convenience for its customers, and that it was interested in doing everything possible to popularize Liberty Bonds. The coupons are, of course, the same as cash, and the government has arranged to pay them at any post office or through the banks. The wide sale of the bonds have placed them in the hands of thousands of persons, who perhaps are not familiar with the many convenient means of obtaining the interest on these securities as it falls due.

Electrical A-B-C Book

John G. Learned, Edison Building, Chicago, is offering central station companies an "Electrical A-B-C Book" of unusual artistic merit, for distribution among residence customers. The verses in this book, which suggest the proper use of electrical appliances in simple language to interest children, will undoubtedly be of educational value. But that is not the primary object of the book. The entire family will necessarily be interested and ben-



Cover of artistic A-B-C book prepared for the electrical trade by John G. Learned

eficial results will accrue to the central station company from placing such a book in the home. Some companies are offering the book as a premium with appliance sales amounting to \$2 or more. Others are placing the attractive children's gift on sale at 25 cents per copy.

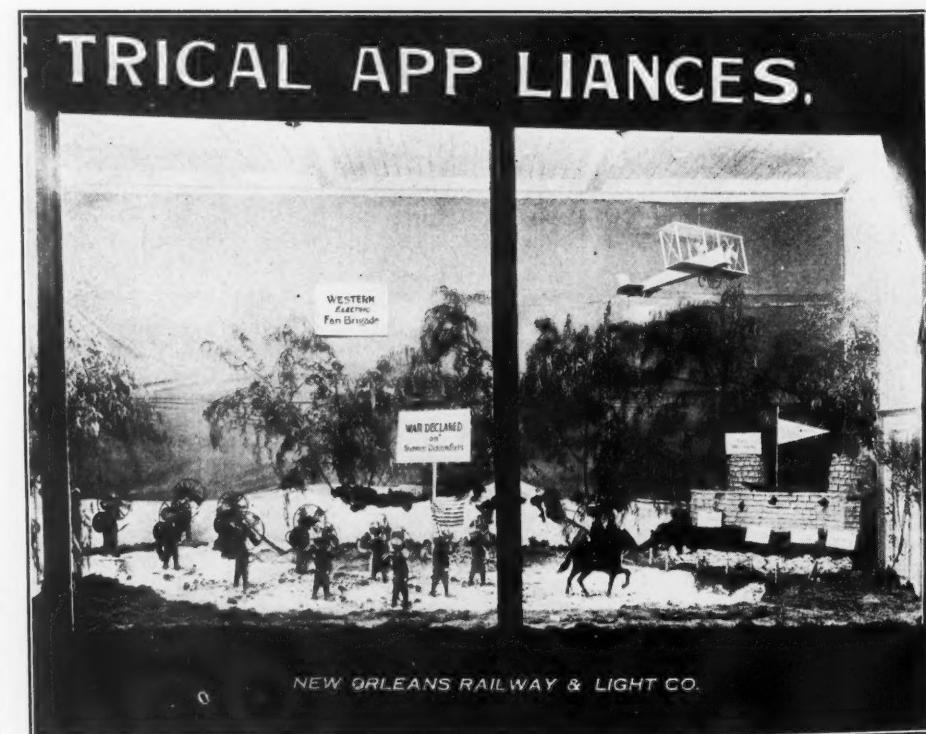
Why Simple Cooking Makes Best Range Demonstration

At a recent sales conference of the Hughes Electric Heating Company Agnes Arterburn, one of the company's demonstrators, expressed a decided choice in the question of what shall be cooked at an electric range demonstration.

"At such times," said Miss Arterburn, "we are trying to show the superiority of electric cooking over all other methods. This, I feel, can best be accomplished by plain cooking, such as is done every day in the average home. I think rather than cakes, fancily iced, it is better to make cakes which are attractive because of their texture, lightness, moistness and delicate coloring.

"My chief reason for suggesting that the demonstrator adhere most closely to simple cooking, is that if she goes into the fancier things, her every minute is taken up in explaining how and why a certain thing is done, and no time is left for pointing out the many advantages of electric cooking over the old-time methods."

War Window Display Takes First Prize in Fan Merchandising Contest



The window display shown above, contributed by the New Orleans Railway & Light Company, of which William E. Clement is commercial manager, took first prize in the 1917 fan merchandising contest conducted by the Western Electric Company this year for the best selling plan submitted. This window was accordingly awarded the cash prize of \$100. The Wilmington (Del.) central station company won the second prize, \$50; Sessions & Gray, Salt Lake City, Utah, received third prize, \$25; and the Denver (Col.) lighting company won fourth prize, \$10. Representatives of the trade press and of the Society for Electrical Development acted as judges.

GOSSIP OF THE TRADE

Glimpses of Electrical Men as Caught by Lens and Pencil



War Service Committee Selected by Electrical Manufacturers

At the war convention of American business held at Atlantic City this fall, it was considered advisable to form representative committees from each of our industries to assist the government in the solution of problems arising from the manufacture and purchase of war supplies.

The general War Committee of the Electrical Manufacturing Industry selected in accordance with this idea met in Washington on Dec. 12. It consists of the following members: Temporary chairman, C. L. Collens, president of the Reliance Electric Company, Cleveland; secretary, W. W. Nichols, assistant to president, Allis-Chalmers Manufacturing Company; Charles A. Terry, vice-president, Westinghouse Electric & Manufacturing Company; J. C. Hobart, Triumph Electric Company, Cincinnati; J. R. McKee, General Electric Company, New York; R. K. Sheppard, Simplex Wire & Cable Company, Boston.

Hughes factory at Chicago and the two Hotpoint factories, one at Chicago and one at Ontario, Cal. The General Electric Company's heating device manufacture now carried on at Pittsfield will be removed to the Hotpoint and Hughes factories at Chicago. Commercial headquarters of the company will be at Chicago.

The board will consist of Willis H. Booth, chairman; George A. Hughes, president; A. K. Baylor, vice-president; E. H. Richardson, A. F. Vaughan, G. F. Morrison, C. E. Patterson and H. C. Houck.

W. H. Booth and E. H. Richardson are at present officers of the Hotpoint Company and Messrs. Hughes and Vaughan of the Hughes Company. P. H. Booth, now sales manager of the Hotpoint Company, will act as sales manager of the new company. The complete factory, engineering and commercial forces of the Hotpoint and Hughes companies will go over to the new company.

Certain of the commercial and engineering representatives of the General Electric Company's heating device department will go with the new company. This list will include J. D. A.

Cross, who has charge of the G. E. heating device sales, and C. P. Randolph, engineer in charge of heating device production at Pittsfield.

Opportunities for Electrical Men in the Naval Reserve

The Naval Reserve Force holds many opportunities for the electrical man to get into service. For the skilled electricians and for the electrician's helper, there are petty officerships ranging in rank from chief electrician to third class. For information regarding these positions, correspondence should be addressed to the enrolling officer, U. S. Naval Reserve Force, at your nearest navy yard or recruiting station. For the graduate electrical engineer there is now an opportunity to apply for examination in the Civil Engineer Corps of the Bureau of Docks and Harbors. Information on this line of work may be obtained by addressing the enrolling officer, Bureau of Docks and Harbors, Navy Department, Washington, D. C.

For mechanical engineering graduates familiar with design and operation of gas engines, the Flying Corps of the Naval Reserve offers a chance for interesting and valuable service. Applications for this work should be addressed to the nearest recruiting office of the United States Naval Reserve Corps.

Unlike the army, the navy depends entirely upon voluntary enlistment to

Merger of Heating Appliance Manufacturers Announced

Incorporation is announced of the Edison Electric Appliance Company, Inc., under the laws of the State of New York. This company will take over as of Jan. 1, 1918, the Hotpoint Electric Heating Company and the Hughes Electric Heating Company (with the exception of certain foreign rights, particularly the Canadian business of these companies) and the household heating device business of the General Electric Company.

The industrial heating device and furnace business will not be transferred by the General Electric Company to the new organization.

The new company will devote itself actively to the question of standardization of the various devices, and will operate three manufacturing plants: the



President Wilson has his Colonel House, and "Bill" Goodwin has his A. D. Babson. "Bab" is the only man who knows more about the Goodwin Movement than Goodwin does himself—and Goodwin cheerfully admits it. Likewise, Babson is the only man we have ever heard "cuss" Bill out and get away with it! Mr. Babson does both regularly—and Goodwin seems to enjoy that also. This cheerful photograph, especially taken by the publishers of "Laugh and Grow Fat," shows Fred. W. Lord, W. L. Goodwin, W. C. Peet, A. D. Babson, and F. W. Cooper

fill up its ranks, and for this reason electrical men should appoint themselves recruiting agents, explaining to available men the excellent chances the navy offers to them.

Illuminating Engineering Society's Meetings

During the fall and winter season, monthly meetings of the Chicago Section of the Illuminating Engineering Society have been planned as follows, including meetings already held.

Nov. 15—Prof. Francis C. Caldwell, "Preferred Proportions in Combining General and Localized Lighting." Dec. 13—Arthur H. Ford, "Automobile Headlight Lamp Filaments and Measurements." Jan. 17—W. A. Durgin, "Balancing the Light Beam." Feb. 21—M. Luckiesh, "The Lighting Art—Its Practice and Possibilities in Interiors." March 21—Dr. Morton G. Lloyd, "The Relation of the Bureau of Standards to Illuminating Engineering." April 18—Frederick J. Pearson, "Mistakes in Engineering as Applied to Illumination." May 27—F. A. Vaughn, "Regulation of Street Series Lamps in Practice." June 13—Charles A. Luther, "The Training of a Lighting Salesman."

The H. I. Sackett Electric Company, wholesale and retail electrical supplies and contracting, 256-258 Pearl Street, Buffalo, N. Y., has leased the four-story structure at 15 Court Street and the first floor and basement of an adjoining building at 251-253 Pearl Street, and after alterations are made the company will move to the new location. The new site will give the Sackett company 14,000 sq. ft. of floor space, which is almost four times the space now occupied by the store. H. I. Sackett, president of the company, has been in the electrical business in Buffalo since 1896. Mr. Sackett is a graduate of Yale with the class of 1893, and after leaving college he entered the employ of the Niagara Falls Electric Light & Power Company and was later associated with the old F. P. Jones Electric Company.

V. L. Crawford has joined the sales staff of the Appleton Electric Company, with principal headquarters at 218-230 North Jefferson Street, Chicago, Ill.



Washington Devereux, the first president of Philadelphia's new Electric Club, is one of the Quaker City's best-known electrical figures. Mr. Devereux is chief of the electrical department of the Philadelphia Fire Underwriters' Association and is a member of many committees of national bodies having to do with electrical inspection and safety. Mr. Devereux's cheerful philosophy is much in demand at local meetings of electrical men; his own hobby runs, however, in the direction of mathematics and literature.

Form New "Electric Club of Philadelphia"

Twenty well-known Quaker City electrical men have formed an organization to be known as the "Electric Club of Philadelphia." Officers have been elected as follows:

President, Washington Devereux, chief of the electrical department of the Philadelphia Fire Underwriters' Association; vice-president, Frank H. Stewart of the Frank H. Stewart Electric Company; secretary, R. C. Williams, Jr., of J. F. Buchanan & Company, and M. Edwin Arnold of M. E. Arnold & Company, treasurer.

The membership has been limited to fifty for the first six months, after which new members may be taken in at a rate not to exceed five per month, until the limit of 100 has been reached. Not more than three representatives of any one firm may become members except in the case of public utility companies, where the limit of six will obtain.

The object of the new Electric Club will be the advancement of the social, professional and commercial interests of its members; the elevation of the standard of electrical work; the furtherance of the use of electricity and the general development of the electrical industry. Noonday luncheon meetings will be held twice a month.

Court Decision in Flexible Conduit Case

A decision has been rendered by the United States Circuit Court of Appeals for the First Circuit in the patent suit between the National Metal Molding Company and the Tubular Woven Fabric Company. In the long-standing litigation involved, the Tubular Woven Fabric Company won the first case in the district court, in which the important feature was a paper-twine helical member of the tubing. That company lost on the appeal to the Circuit Court of Appeals. It therefore adopted a tube made with a cotton-yarn helical member. The National Metal Molding Company brought suit again. In the district court decision the Tubular Woven Fabric Company was upheld, and that finding was indorsed by the Circuit Court of Appeals on Nov. 14. The Osborn patent, which entered prominently into the case, expired on July 3 of this year.

The decision of Nov. 14 says in part:

The question whether the defendant's completed conduit involves two or three steps or elements is quite immaterial, if it results that its means of manufacture and its means of properly stiffening are substantially different from the means described and employed by Osborn.

We think the defendant produced its new conduit by combining elements old in the art under conditions which differ substantially from Osborn's conception, and by employing means which are quite independent of the means and combination which Osborn described. Osborn was not a pioneer inventor, and we do not think his claims should be so broadly construed as to include the defendant's new conduit.

The Borden Company, Warren, Ohio, has just issued its 1918 catalog of "Beaver" die stocks and square-end pipe cutters. Several of the company's new tools are shown for the first time in this catalog, one of the most prominent of these being the new "No. 3 Junior ratchet die stock," which is built on the unit plan to thread pipe from $\frac{1}{8}$ in. to 1 in. inclusive.

C. G. Young, who has been active in the public utility field for many years, has entered the organization of Ford, Bacon & Davis. Mr. Young will be particularly engaged on reports and appraisals of public utility and industrial properties.



Certain Connecticut Yankee merchants of the past used to specialize on turning over mahogany nutmegs to one-time buyers. But Fred M. Cullen, of Norwalk, Conn., makes his specialty the turnover of a carefully selected electrical stock, as customer after customer returns to buy again. "Turnover" is the secret of Mr. Cullen's recent opening of an office and store on Wall Street (Norwalk's busiest thoroughfare)—also, he admits, of the frequent pleasure cruises he makes to the Bahamas and the West Indies. The picture shows this Connecticut Yankee at Kingston, Jamaica.

The Badt-Westburg Electric Company of Chicago, which handles the Ward Leonard Electric Company's line of electric controlling devices and vitreous enamel insulation resistance units, announces a change in the corporate name to Westburg Engineering Company. This involves no change in management.

Associated Contractors of New York Elect Officers

The Associated Electrical Contractors, Inc., of New York City, at its annual election, selected the following officers: H. M. Walter, president; B. W. Sandbach, vice-president; H. S. Beidleman, secretary; B. J. Anderson, sergeant-at-arms; J. W. Flint, treasurer. The headquarters of the association are at 226 West Fifty-eighth Street, New York City.

The George Wax Electrical Contracting Company has opened a new store at 1176 Bushwick Avenue, Brooklyn, N. Y. The firm proposes to do a general electrical contracting business and to repair electrical fixtures and household appliances. Manager Frank J. Rappel announces that the company will be glad to receive manufacturers' catalogs covering contracting materials and articles of retail merchandise.

The St. Louis Jovian League of Electrical Interests (George McD. Johns, secretary and treasurer) entertained at a luncheon meeting on Nov. 27, Lieut. J. D. Cameron of the British-Canadian Recruiting Mission, who spoke to the Jovians on personal experiences in the war zone, his subject being "Trench Warfare." Lieutenant Cameron spent one year in the trenches, and as a result of wounds spent another year in hospital.



Next to Herbert Hoover, the man who exerts probably the greatest influence on the daily diet of his fellow citizens is Arthur Williams, general commercial manager, New York Edison Company, and United States Food Administrator for the 5,000,000 people of New York City. Mr. Williams has gotten a grip on the food speculators in the bustling big town by the simple expedient of printing daily in the newspapers a list of standard or fair prices for twenty staple food products.

The Federal Sign System (Electric) of Philadelphia, Pa., has just completed a large roof sign for the General Electric Company at Philadelphia. This sign measures 100 ft. long by 16 ft. high, and is erected on the roof of the General Electric Company's new large plant, which is just being completed at Seventh and Willow Streets. The upper line is in 5-ft. letters, these letters having an especially wide stroke and two rows of sockets being used. The letters are outlined with a narrow black stripe to insure greater legibility.



Unparalleled exhibit of fall and winter headgear displayed by living models, who happen to be the equally unparalleled branch managers of the Robbins & Myers Company, snapped during their recent inspection of the Springfield factory. Let's take inventory: Back row, l. to r., Charles Francis and Schneider, Springfield; C. J. Pagel, Cleveland; W. W. Mumma, F. E. Wagner, Cincinnati. Third string: C. R. Hunt, San Francisco; A. J. Reed, Cleveland; D. S. Hutchinson, Chicago; A. S. Tarr, Philadelphia; Fred Smith, engineering department; R. R. Caskey, Chicago; R. C. Decker, Cincinnati. Second floor, please: E. P. Fatten, New York; Louis Larsen, Buffalo; A. H. Coffin, Boston; W. F. Hoffman, general superintendent. Street level: I. Elkas, St. Louis; A. F. Chamberlain, New York; J. F. Galvin, St. Louis; G. H. Gibbs, Chicago; H. T. Lewis, Philadelphia.

Julius Andrae Dead

Julius Andrae, president and founder of the firm of Julius Andrae & Sons Company of Milwaukee, Wis., died at his home in that city on his eighty-eighth birthday, Dec. 1. Mr. Andrae was born in Meissen, Saxony, and attended school there until he was fourteen, when he was apprenticed to a locksmith. In 1885 he came to America and went at once to Milwaukee, securing employment with the firm of Schumacher & John. It was a year later that he became the owner of the little shop on West Water Street, from which he built up the prosperous electrical business that now bears his name.

NEW MERCHANDISE TO SELL AND WHERE TO BUY IT

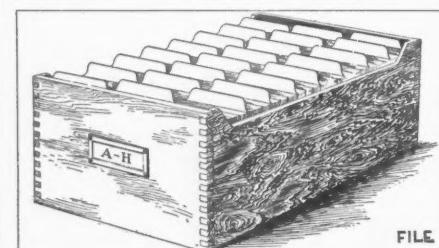
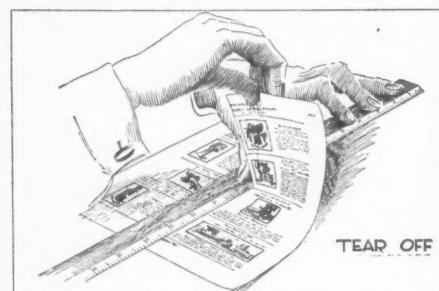
Appliances, Socket Devices and Wiring Supplies Which Manufacturers and Jobbers Are Putting on the Market

Including Many New Appliances to LIGHTEN THE LABOR OF THE HOME

How to Use These Pages to Make Your Own Buying Index

Do you want an up-to-date buying index of "New Merchandise to Sell"—an index that you can make up as you go, to fit your own needs and those of your customers? Then file these items in a "Buying Index" of your own, in your own way—either on filing cards, on loose-leaf sheets, or in a scrap book—just as you prefer.

Beginning with the September, 1917, number ELECTRICAL MERCHANDISING has been furnishing its readers with the selective new-merchandise catalog service continued on these pages. By tearing out those items which affect your business and pasting them on filing cards, you can make a buying index that will put information on *what is made and who makes it*, right under your finger's end.

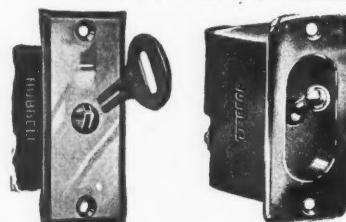


Every item, with its illustration, will fit a standard 3-in. by 5-in. filing card. Or, if preferred, these items can be pasted on sheets of paper for binding in a loose-leaf catalog or folder.

That there may be no interference between any two clipped items, these "New Merchandise to Sell" articles are printed on one side of the page only. Many of our readers have been in the habit of clipping from this section since it was first established. With the new standardized arrangement ELECTRICAL MERCHANDISING hopes to broaden its service in this department materially, and hopes that each of its readers may make the fullest possible use of the new service.

Toggle Switch

From ELECTRICAL MERCHANDISING, December, 1917



Automobile toggle switches designed with a view toward effecting an improvement over the existing forms of switches for automobile use, such as those employing the miniature push button, or the single-plunger type, have been developed by Har-

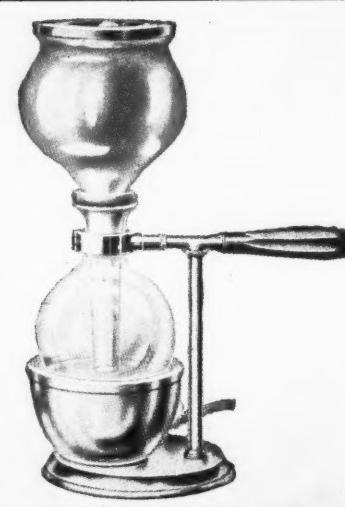
vey Hubbell, Inc., of Bridgeport, Conn. The makers claim that the toggle form of switch is the most convenient form for operating on a motor car. To throw on the current the toggle handle is simply pushed up, and reverse opens the circuit.

Another feature pointed out is the indicating arrangement of the toggle. To the user of the switch it becomes second nature to press the handle up to turn on the lights, and down to turn them off. These switches have sufficient carrying capacity to carry the load of almost any battery or magneto circuit and have successfully withstood tests as high as 50 watts. The interior mechanism is very simply and strongly made. The switches can now be furnished in single-pole and three-way types with flush plate, single-pole and three-way with recessed plate, momentary-contact type, double form of momentary contact, battery magneto circuits, single-pole and three-way lock switches.

Electric Coffee Percolator

From ELECTRICAL MERCHANDISING, December, 1917

A line of "no-metal" electric coffee percolators made in sizes varying in capacity from four to eight cups is being marketed by the Crystal Percolator Company, 44 East Twenty-third Street, New York City. The "Filtrola" is made in two sections of crystal glass, the lower division being in contact with the electric heating unit in the metal base. The upper portion, or "funnel," holds the pulverized coffee. The manufacturer calls attention to the porcelain strainer through which the coffee passes on its way to the lower container. The coffee does not come in contact with any metal during the process.



Waterproof Telephone

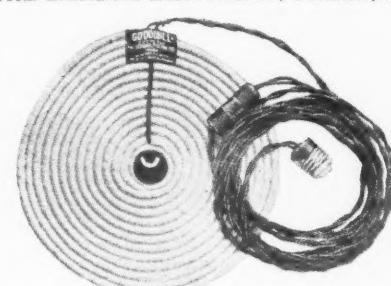
From ELECTRICAL MERCHANDISING, December, 1917

The Stromberg-Carlson Telephone Manufacturing Company of Rochester, N. Y., has developed an ironclad and waterproof telephone for service in mines or in other places where the working parts of a telephone instrument must be protected against un-

usual operating conditions. All parts of this instrument are inclosed within a cast-iron box. This box is provided with double doors which give either partial or complete access to the interior apparatus as desired. One of the features of this instrument pointed out is the spring lock on the outer door, which is arranged so that it can be opened with the use of but one hand by means of a push-button latch.

Electric Heating Pad

From ELECTRICAL MERCHANDISING, December, 1917



The Goodwill Electric Company, 59 East Van Buren Street, Chicago, is offering an electric heating pad to the trade. This pad was originally designed for hospital

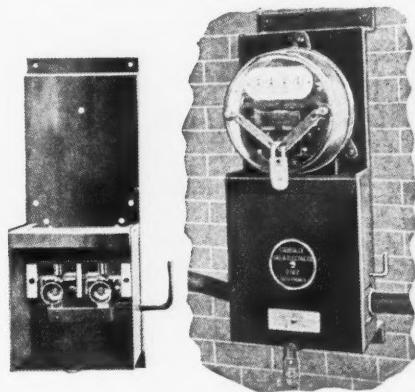
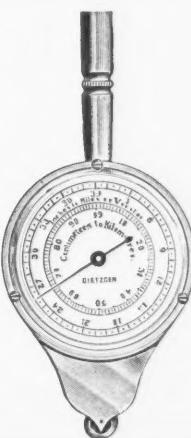
service. The new pad for general use is a slight modification of one the company developed for the hospital field, though the principle of its construction is the same. The thermostat is mounted in the center of the pad and is contained in a sealed box. It is composed of two U-shaped arms of half-hard brass and tempered steel, both of which are wound with a continuation of the german silver wire which forms the main heating element. Hence, it is not dependent for its temperature on radiation, but heats up with the pad, both being always at the same temperature. This allows accuracy and constant temperature. The thermostat is adjusted through a slot in its container, and has a range covering all points between 100 and 180 deg. Fahr.

Being designed to withstand hospital service, the pad is durable, but at the same time light and flexible. Tendency to short-circuit is guarded against by the helical construction, and the manufacturers claim that the current may be turned on when the pad is wet without damage. It is made in 10 in. and 6 in. sizes.

Measuring Device for Estimators

From ELECTRICAL MERCHANDISING, December, 1917

The rotary measuring instrument or "map measure" which is here illustrated is valuable in rapidly scaling blueprints for estimating purposes. It makes possible a direct reading in inches of the distance between lighting outlets and distribution centers in any desired course. This instrument, which is durably made and well finished, is being manufactured by Eugene Dietzgen Company of Chicago, Ill. The use of the instrument is simple. The tracer wheel is placed at one end of the line to be measured and is then rolled to the other end of the course. The reading on the dial represents distance in inches between the two points. The actual length can be readily obtained from the scale of the drawing. An inner scale is provided on the instrument, graduated in centimeters, thus enabling inches to be quickly converted into centimeters and vice versa.



Protective Meter Equipment

From ELECTRICAL MERCHANDISING, December, 1917

The Metropolitan Engineering Company, 35 Vestry Street, New York City, has developed the protective service and meter equipment shown in the accompanying illustration. This protective device was designed to accommodate all of the modern single-phase watt-hour meters, both two-wire and three-wire, 110 volts and 220 volts, in capacities up to 30 amp. The switch is externally operated, permitting of opening or closing the circuit, but offering positive protection against tampering at all times. The service cabinet, all joints of which are electrically welded, is combined with a metallic mounting board having room at the top for mounting the watt-hour meter. Ample space is provided for wiring, and several knock-outs on either side and bottom of the cabinet accommodate the incoming and outgoing service and house wires.

Electric Sign Flasher

From ELECTRICAL MERCHANDISING, December, 1917

A sign flasher that eliminates all motor drive and complicated mechanism for flashing signs is made by the Automatic Electric Controller Company of Seattle, Wash. Essentially the device consists of a solenoid which actuates a stem which is attached to an oil dashpot at its lower end. Motion is thus retarded and a wide range of regulation is permitted. The upper end of the stem projects above the solenoid and operates a circuit breaker, which controls the solenoid circuit only. The load circuit is made and broken under oil in the dashpot. These flashers are made in two stock sizes. One of these is designed for loads up to 2500 watts alternating current or 1000 watts direct current any voltage. The next size will handle 5000 watts alternating current and 2500 direct current.

Portable Fixture

From ELECTRICAL MERCHANDISING, December, 1917

A line of fixtures being marketed by the Inland Electric Company of Chicago is designed to lessen the fire and accident hazard of portable wires. Each conductor of the cable on these "Steelite" fixtures has a rubber jacket with a braid. This in turn is covered with another rubber jacket surrounding both conductors. An outer braid binding insulation together is saturated with a waterproof compound which protects the rubber from oil and water. Over this braid is a special armor formed from a No. 30 gage steel ribbon with interlocking flanges. The maker states that it can be looped in a 15 in. circle, and that the cable will not kink or tangle, and will lie flat on the floor. The attachment plug is screwed on a bushing which is sweated to the armor. The cap of the plug is filled with a compound which keeps the wires from buckling and keeps foreign matter from entering the cable. Two types of these fixtures are manufactured. One is a vapor-proof fixture. The other is of open type. In addition to these two fixtures an extension cable is made for portable electric drills.

Electric Suction Cleaner

From ELECTRICAL MERCHANDISING, December, 1917

One of the latest models of electric suction cleaners made by the Kent Vacuum Cleaner Company, Rome, N. Y., is known as the "Vacuna Junior." It is made in two separable parts, the upper section containing the dust can. The suction plant is mounted in the aluminum base, and is driven by a Westinghouse universal motor. The equipment includes carpet nozzle, wall brush, hardwood floor pad, upholstery cleaning tool, 12 ft. of hose and 20 ft. of flexible cord.

The motor driven fan is a two-stage turbine type. Large rubber tired ball bearing casters are employed to facilitate moving the machine about. The upper section has a polished "automobile finish." The complete machine weighs but 32 lb.

Tungar Rectifier

From ELECTRICAL MERCHANDISING, December, 1917

A new type of alternating-current rectifier has been recently perfected at the research laboratories of the General Electric Company and standardized in several convenient commercial types.

The new "Tungar" rectifier is a hot-cathode, argon gas-filled device, consisting of a small glass bulb similar to an incandescent lamp, in which the rectification takes place; a little compensator or transformer which reduces the alternating current without wasted resistance; a fuse and an inclosing case. The rectifier bulb, filled with an inert gas at low pressure, contains a low-voltage tungsten filament and a graphite "anode."

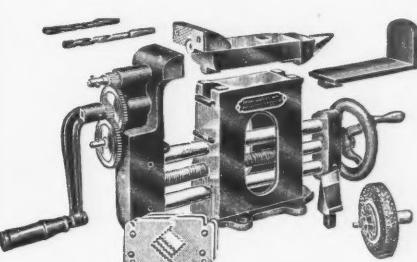
Three sizes are now being made with different ampere and voltage capacities, as follows:

The 2-amp. unit, which when operated on 115-volt, 60-cycle alternating current, will charge three cells at 2 amp., six cells at about 1 amp., and eight cells at about $\frac{3}{4}$ amp. The 6-amp., $7\frac{1}{2}$ to 15-volt unit, for charging either three or six cells of battery at 6 amp., when operated on 115-volt, 60-cycle circuit; and the 6-amp., $7\frac{1}{2}$ to 75-volt unit, for charging three to thirty cells of lead-plate battery at from 1 to 6 amp.

Electric Water Purifier

From ELECTRICAL MERCHANDISING, December, 1917

An electric water purifier that treats water by electrolysis has been developed by the American Utilities Company of St. Joseph, Mich. This device operates on 110-volt alternating-current and direct-current circuits. It has a capacity sufficient to treat 5 gal. of water at one time. The device is equipped with 6 ft. of insulated cord and a two-piece attachment plug. With each purifier is furnished a special 2-gal. sanitary glass container equipped with a non-corrosive faucet for drawing off the water.



Combination Tool Outfit

From ELECTRICAL MERCHANDISING, December, 1917

The need for a drill press, vise, emery wheel and anvil for use in places where space is at a premium has been recognized and met by the Chicago (Ill.) Flexible Shaft Company. The outfit, which is known as the "Stewart Handy Worker," is also equipped with a pipe vise and metal cutter. The entire machine weighs but 90 lb. The jaws of the vise are 4 in. wide and are faced with steel. A $4\frac{1}{2}$ -in. opening is provided and the jaws are controlled by a hand wheel which operates as a tool feed when the machine is being used as a drill press. Square shank drills and reams are used by putting them into the upper spindle of the gear train, thus providing three speeds for operating the tools.

Each item will fit a 3-in. x 5-in. standard filing card. Simply clip and paste on card (or loose-leaf sheet), filing under proper heading for ready reference when you want to buy. Continued on third and fourth pages following.



Here's "Hotpoint" Richardson, of Ontario, Cal., wiping his brow in a way to connote a warm noonday at Kellogg, Idaho, Sept. 15, when the Northwest Electric Light & Power Association held its picnic lunch. Behind him stand Mr. and Mrs. George Hughes, also of electric-heating fame. Just what it is George is shouting for we don't know, but apparently he is going to get it, or else start something.

Westinghouse Agent-Jobbers Express Belief that Now Is the Time to Develop Electrical Merchants

At the three-day annual meeting of the Westinghouse Agent-Jobbers' Association, held at Hot Springs, Va., Nov. 19 to 21, reports and papers were presented by members and guests of the association, taking up particularly questions having to do with the agent-jobber's relations to his customer, the development of better merchandising relations in the industry and the definite relation of the Westinghouse Agent-Jobbers' Association to the better merchandising movement. Members of the association expressed the belief that now was the time to help to develop merchants in the industry, and a committee was appointed to devise ways and means to carry out a constructive program.

A complete plan of reorganization of the work of the association was outlined by the executive committee and adopted by the convention. The work of the association is to be carried on by an advisory board, of which Samuel A. Chase, Westinghouse Electric & Manufacturing Company, is chairman. The work of the board is divided into six subjects—advertising, supply, motors, sales methods, demand and production. Each of these subjects will be handled by two directors, one a representative of the Westing-

house company and one an agent-jobber. Associated with these directors under each subject is an agent-jobber as an adviser on a specific line of apparatus.

The lines of apparatus are as follows: Switches and protective apparatus, meters, transformers, insulation, railway accessories and line material, lighting apparatus and rectifiers, fans, heating appliances and motors. By this method there will be under each subject a committee of two directors seeking special information from an appointed group of advisers in the association.

Emphasis on the merchandising problems was given by a paper on "The Coming Merchant," by F. M. Feiker, editorial director ELECTRICAL MERCHANDISING, which appears on a preceding page, and in addresses and discussion by members of the association under the subjects of advertising and sales methods.

"War and Its Obligations" was the subject of an address by Harry Dwight Smith, president of the Fuller & Smith Advertising Agency. An address was made by John J. Jackson, general attorney of the Westinghouse Electric & Manufacturing Company, entitled "Your Duty."

The officers for the coming year are as follows: President, J. C. Schmidtauer, vice-president of Julius Andrae & Sons Company; vice-president, S. L. Nicholson, Westinghouse Electric & Manufacturing Company; secretary, A. J. Cole, vice-president McGraw Company; assistant secretary, P. T.



Nope, you're wrong! He was not looking at the chickens. That high wire fence incloses a yard full of beer barrels temporarily put out of business because the former steam-operated brewery to which they were attached has been converted into an electrically operated ice plant. Nels Joleen, the gentleman above, who ceased contemplating the barrels long enough to be snapped, is one of the Commonwealth Edison Company's sales staff who helped put over this interesting change at Chicago.

Pritchard, Westinghouse Electric & Manufacturing Company; treasurer, J. E. McLeron, president Northwestern Electrical Equipment Company; counsel, John J. Jackson, Westinghouse Electric & Manufacturing Company.

Hess & Son, 1031-1033 Chestnut Street, Philadelphia, have issued a four-page circular describing the "tinol" flux paste manufactured by that firm. A complete list of prices and discounts is included.



M. Luckiesh, one of the wizards of Nela Park, ignores the risk of Steinmetzian jealousy to explain why a cigar produces smoke and perfume with its little light, while a Mazda manufactures oodles of lumens totally devoid of smoke or smell.

The End of a Hoover Day

[Sung to the tune of "A Perfect Day"]

I have come to the end of a meatless day,
And peacefully lying in bed,
My thoughts revert in a musing way
To the food which to-day I've been fed.
When I think of the cheese and the beans
and fish

And oysters I've had to eat,
I've no regrets for the "good old days"
I really didn't miss the meat!

I have come to the end of a wheatless day,
I have eaten no cookies or pie,
I have had no bread that was made with
wheat;
It was made out of corn or rye;
And I liked it so well, that when war is
past

And a glorious victory won,
I'll keep on observing "wheatless" days.
And I'll eat "cornpone" for fun!
—Oconto (Wis.) Enterprise.

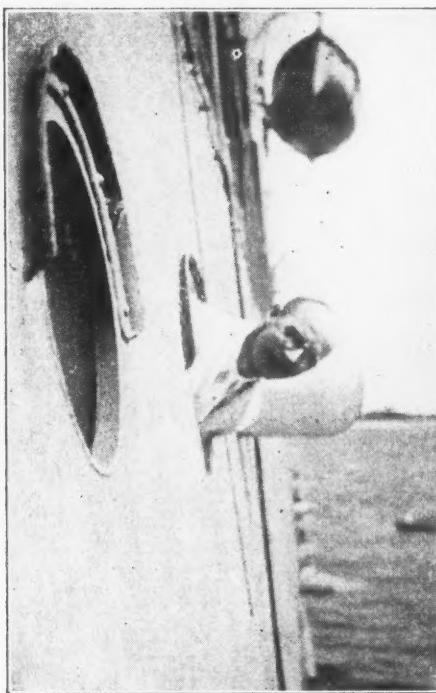
What a New Jersey Jobber Thinks of the Pacific Coast Merchandising Plan

"The organization of the electrical contractors and dealers has to my mind been launched upon not only a sound legal basis, but upon a logical working basis as well, thereby enlisting the co-operation of my company as an electrical supply jobber in the New Jersey territory," declared J. R. Spurr, president Tri-City Electric Company, Newark, N. J., before the New Jersey Contractors' & Dealers' Association at Trenton, last month.

"Many times when speaking of co-operation between the jobber and the contractor we have placed particular stress upon the credit situation. Statistics prove that only a small percentage of the contractors now operating in New Jersey enjoy credit favors consistent with their requirements. The contractors through organization are trying to have their members correctly estimate contracts, properly figure overhead and include a just and fair percentage for profit.

WHAT THE PLAN HAS ACCOMPLISHED ON THE PACIFIC COAST

"That a chaotic condition can be restored to order has been proved by the actual figures furnished by the Pacific States Electric Company—Mr. Goodwin's own company. Conditions there were even worse than they are in New Jersey. This company alone had outstanding among



"On the road to Bah-i-ay, where the flying-fishes play." A. H. Keleher, manufacturers' agent, 44 Whitehall Building, New York, who has just returned from a tour of South American cities where he sold a couple of boat-loads of American electrical appliances to take the place of those formerly "made in Germany."

the contractor-dealers large accounts which looked almost hopeless from a collection standpoint, and this was really the inception of the "Goodwin movement" on the Pacific Coast. What was accomplished is a matter of history and needs no further explanation.

"The conduct of the merchandising end of the business can be placed along ethical lines and conducted in such a manner as to produce profit to the jobber by encouraging the contractor-dealer to open attractive retail stores and merchandise appliances and supplies—advantageously making use of his show windows.

THE JOBBER'S DUTY TO THE CONTRACTOR

"On supply material we should place the contractor-dealer in a position where he can retail to all consumers at a fair profit. The contractor-dealers are legitimately entitled to a price better than that quoted to industrials and similar institutions not purchasing electrical material for resale, because of difference in quantities and deliveries, and for the sake of uniformity in our business.

"I hope through the constructive educational propaganda now being carried forward, that the time is not



It is easy to prophesy some beefless days for L. M. Cargo, Denver manager of the Westinghouse Company, who is here shown solving the food transportation problem. Good old fashioned methods serve to convey his venison from trackless mountain to watt-warmed oven, or as we might say, from range to range.

far distant when desirable readjustments of selling policies will be applied, all of which to be so designed as to encourage the contractor-dealer to solicit any and all classes of consumer trade and to sell such trade at a profit."

Greater New York Electrical Contractors' Association Formed

The first meeting of this association, which comprises contractors of the lower East Side doing business in the territory south of Thirty-fifth Street, Third Avenue and east, was held at Beethoven Hall, Fifth Street and Third Avenue, New York, when the benefits of the organization were fully explained. The initial membership was thirteen, and at a second meeting this number was raised to a total of sixty-five. The following officers have been elected:

President, I. Greenfield, 296 East Third Street; vice-president, Mr. Eisenberg, 40 East Houston Street; secretary, B. Gerber, 119 Attorney Street; assistant secretary, Mr. Kannerowitz, 320 East Sixth Street; treasurer, H. Joffe, 45 West Third Street; sergeant at arms, J. Cohen, 96 Forsyth Street.

Trustees: Samuel Cohen, 12 Pike Street; I. Epstein, 40 Bond Street; Mr. Breslen, 6 West Third Street.

Chairman board of directors: Mr. Goldberg, 41 West Fourth Street.



Heavens, no! Beatrice, this is not Douglas Fairbanks, although the flickering film sure lost an eight-reel hero when W. A. Kennedy went into the electrical business, smiles and all! One well-known contractor told us the other day that Kennedy knows more about motors than any man in the U. S. A., and later we heard a motor manufacturer remark that Kennedy knows more about contractors than anybody he ever met. All of which, putting two and two together, explains why Kennedy is sales manager of Sibley-Pitman Electric Corporation, New York.



Combination Electric Dish Washer and Table

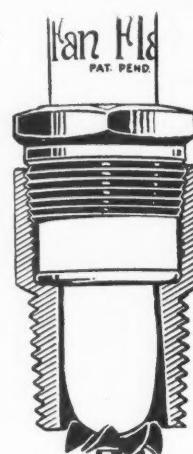
From ELECTRICAL MERCHANDISING, December, 1917

An electric dish washer which, when not in use, forms a convenient kitchen table is being manufactured by the William Campbell Company of Detroit, Mich. The tank in which the washing is done is lined with tinned copper, and the soap and water which performs the cleansing operation is agitated by a motor-driven paddle wheel. The cost of operation, according to the manufacturer, averages about 1 cent per hour. Three quarts of water are used for each washing operation. The outfit is mounted upon a substantial steel frame. Aluminum is used for the covering of the table top. The weight of the outfit ready to ship is 165 lb.

Ignition Plug

From ELECTRICAL MERCHANDISING, December, 1917

A spark plug designed for automobile and general gas engine use, in which the center electrode terminates in a miniature rotary fan, is being manufactured by the Fan Flame Spark Plug Company, Yonkers, N. Y. As the piston rises and falls in the combustion chamber of the engine, gas passes backward and forward across the blades of the fan electrode, causing it to rotate rapidly. This whirling process, the manufacturer points out, not only increases the ignition area but tends to throw off oil and particles of carbon so that the plug is prevented from fouling. Pure nickel is used in the construction of the fan and the center electrode of the plug is cemented firmly in the porcelain, so that the possibility of compression leakage is prevented.



Bell-Ringing Transformer

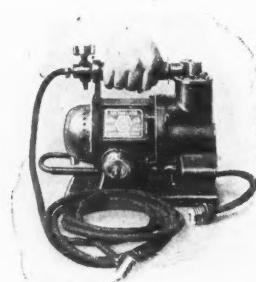
From ELECTRICAL MERCHANDISING, December, 1917

A bell-ringing transformer designed for use with 110-volt lighting circuits has been developed by the A. C. Gilbert Company, New Haven, Conn. On open circuit, the manufacturer states, the secondary will deliver $9\frac{1}{4}$ volts. This potential is suitable for door-opening devices as well as signal bells. It is pointed out that the "Polar Cub" transformer complies with the Underwriters' rules in every particular.

Portable Air Pump

From ELECTRICAL MERCHANDISING, December, 1917

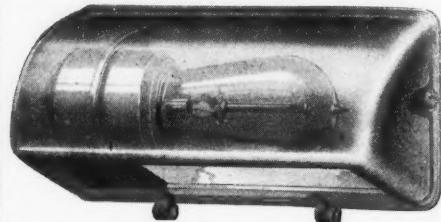
An electrically driven hand portable air pump for use in garages, tire stores, filling stations and vulcanizing shops has been designed and is being made by the Black & Decker Manufacturing Company, Baltimore, Md. Automatic lubrication is provided on the machine, which is known as the "No. 2," and the only attention required is the repacking of bearings with grease four times a year. Ten tires of average size, the manufacturer points out, can be inflated with this set at a cost of 1 cent. The set is rated at 320 watts and has a capacity of $2\frac{1}{2}$ cu. ft. of free air per minute. The equipment includes a snap switch, attachment plug, 15 ft. of cord and 10 ft. of flexible air hose.



Clip These for Your Card or Loose-Leaf File of New Merchandise

Aisle Lighting Fixture for Theaters

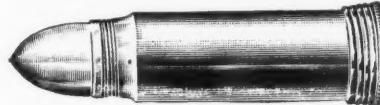
From ELECTRICAL MERCHANDISING, December, 1917



A special lighting fixture for illuminating theater aisles is one of the latest developments of the Brookins Company, Euclid Avenue and East Eighteenth Street, Cleveland, Ohio. A strong metal case is provided, which can be finished as desired. The interior of the case is finished in pure white for purposes of efficient reflection. A porcelain receptacle is used to carry the 10-watt Mazda lamp. The window is of double strength ground glass, making the fixture dustproof. With the "Aislelite" fixtures installed in a motion picture house all other lights may be extinguished, improving the picture screen effect materially.

Bullet Shaped Flashlight

From ELECTRICAL MERCHANDISING, December, 1917



A new battery flashlight in the form of a cartridge is being manufactured by the Interstate Electric Novelty Company, New York City. The complete lamp measures 6 in. by $1\frac{1}{8}$ in. Heavy brass is used in the case. The battery is a "Franco Radio" and supplies current to a Mazda lamp mounted in the shell.

Portable Regulating Fixture

From ELECTRICAL MERCHANDISING, December, 1917



A portable lamp with a "Dim-A-Lite" regulating socket is being manufactured by the Wirt Company, Germantown, Philadelphia, Pa. In addition to a holder which makes attachment to a bed or back of a chair easy, the fixture is provided with an adjustable hinge bracket, giving flexibility of light direction. Five changes of light are made possible by the socket regulation device. The lamp is furnished in brushed brass and is supplied with 8 ft. of flexible cord, with attachment plug.

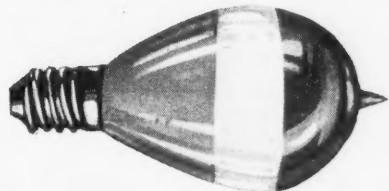
Dustproof Lighting Fixture

From ELECTRICAL MERCHANDISING, December, 1917

Lighting fixtures that are said to be dust-proof and bug-proof have been developed by L. Plaut & Company, 432 East Twenty-third Street, New York City. The upper part, or holder, is of stamped steel, finished in white enamel and surmounted by a small cap to which the chain is fastened. The holder, which is amply ventilated, is at once a container for the socket and support for both reflector and bowl. The feature of this fixture is the bowl, of which the lower half is porcelain-enamelled and the upper part of clear glass. A great part of the light from the bulb passes, it is claimed, without loss directly under the clear part of the globe and is redirected by the reflector.

Red, White and Blue Lamp

From ELECTRICAL MERCHANDISING, December, 1917



A Christmas tree lamp which is tinted in the national colors is being manufactured by the Vacu-Rite Lamp Company, 361 West Superior Street, Chicago, Ill. The highest quality tungsten, the maker states, is used in its construction. The lamps have a 14-volt rating, eight of them being wired in series for use on 110-volt circuits.

Porcelain Locking Socket

From ELECTRICAL MERCHANDISING, December, 1917



A new porcelain locking socket is being made and distributed by Pass & Seymour, Inc., Solvay, N. Y. Special corrugations on the inside of the porcelain shell are designed to prevent the lamp from being forced out of alignment with the socket. The boss or extension through which the locking screw operates is of rugged construction. This fitting is recommended by the manufacturer for use where acid fumes, gases or steam vapor are present, since the porcelain casing is not affected by such conditions. When the lamp is locked into this socket it is impossible to take the shell and cap apart. The porcelain body is interchangeable with the firm's line of porcelain caps and bases.

Chain Pull Candle Socket

From ELECTRICAL MERCHANDISING, December, 1917



A straight chain pull socket for use in candle fixtures is being made by Pass & Seymour, Inc., Solvay, N. Y. Large binding screws are provided and the raceways for wires are conveniently deep. The combination of candle socket and switch provides a practical economy, the manufacturer points out, in individual control of the lamps. The fitting complete is 3 1/4 in. long and has a diameter of 1 5/32 in.

Adjustable Floor Lamp

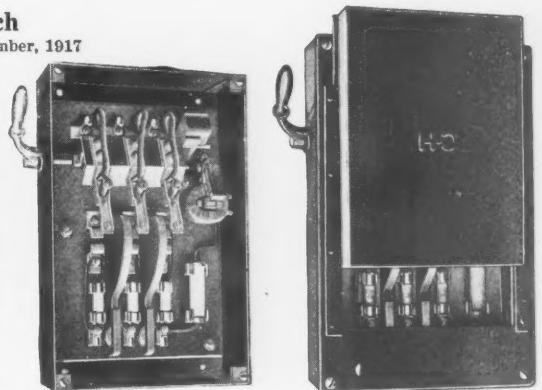
From ELECTRICAL MERCHANDISING, December, 1917

A new type of adjustable floor lamp is now being made in either verde antique or statuary bronze and is offered to the trade by the Western Electric Company of New York. The reflector may be adjusted to any angle. The lamp is equipped with a split ball joint which will not cut the cord, a thumb screw that fits the finger and a locking-device cushion grip which prevents scratching of the brass tubing. The diameter of the base is 8 1/4 in. and it is heavily weighted to prevent upsetting. This lamp is also made in the table portable type.

Inclosed Starting Switch

From ELECTRICAL MERCHANDISING, December, 1917

The new inclosed squirrel-cage motor starting switch being made by the Cutler-Hammer Manufacturing Company of Milwaukee, Wis., provides the motor with protection against overload and against unexpected restarting after there has been an interruption in the circuit or failure of voltage. It also prevents the operator from touching a live part. The sliding panel, which incloses the contacts and fuses, interlocks with the mechanism so that the switch cannot be closed and the fuses are always dead when the sliding panel is in the lowered position. The fuses are not in circuit when starting, but are automatically included in the motor circuit when the starting handle reaches the running position. The fuses can therefore be of sufficiently low capacity to give proper protection to the motor windings. Failure of voltage causes the switch to open, preventing unexpected restarting. The interior parts consist of three moving contact fingers, which, when the starting lever is moved to the extreme upward position, make contact with three stationary con-

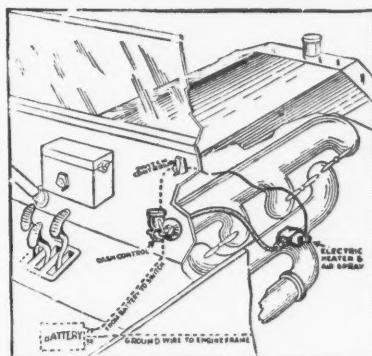


tacts, connecting the motor directly to the line. After the motor is up to speed the hand is removed from the handle and the contact fingers slide into engagement with the running contacts, the change being made without opening the motor circuit. The capacities of this standard type of switch are 3 hp., 110 volts, and 5 hp., 220 volts.

Electric Manifold Plug

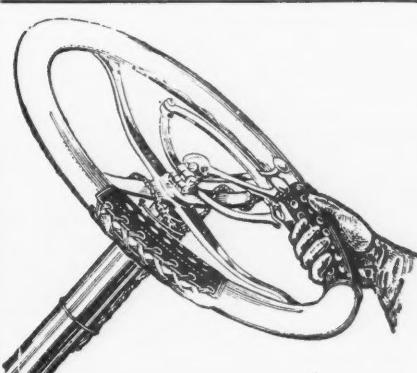
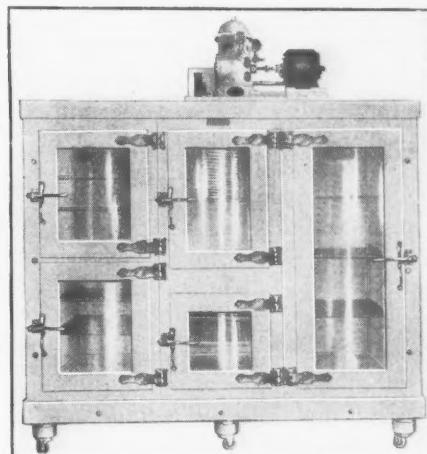
From ELECTRICAL MERCHANDISING, December, 1917

A plug for insertion in the intake manifold of gasoline automobile engines which is provided with an electric heating element is being manufactured by the Interstate Electric Company, New Orleans, La. The heating device is controlled from a dash switch and operates on the motor car battery or on dry cells, as convenience may dictate. The plug also provides a ready means of priming and is piped to a sizeable priming cup mounted on the dash. The combination of the two functions furnishes heated vapor to the cylinders, making starting in cold weather an easy matter, as the manufacturer points out.

**Electric Refrigerating Machine**

From ELECTRICAL MERCHANDISING, December, 1917

The "Williams" electric refrigerating equipment is designed primarily for household service, and may be readily attached to any of the standard types of refrigerator. Provision is made for the production of a small amount of ice for the table and other uses. The cost per unit of refrigeration, the manufacturer points out, is considerably less than for an equivalent of ice. The machines, which are being made by the Electrical Refrigerating Company, Woolworth Building, New York City, are supplied in the following sizes: 1/4 hp., 1/2 hp. and 1 hp. These sizes produce refrigerating effects equivalent to 150, 300 and 600 lb. of ice per day respectively.

**Electric Steering Wheel Warmer**

From ELECTRICAL MERCHANDISING, December, 1917

The Interstate Electric Company, New Orleans, La., is placing on the market an electric warming device for use on the steering wheels of motor cars. The "Steer Warm," as it is called, consists of a neat leather grip which laces on the rim of the wheel. Special resistance wires are arranged between two copper plates in such a way that a small current suffices to keep the grip comfortably warm. Thermostatic control is provided to maintain the grip at an even temperature. The special heating pad is operated from the automobile storage battery or magneto.

Each item will fit a 3-in. x 5-in. standard filing card. Simply clip and paste on card (or loose-leaf sheet), filing under proper heading for ready reference when you are in the market for electrical appliances or supplies.

C. E. Thompson, formerly manager of the retail store of the Union Electric Company of Pittsburgh, Pa., has resigned to accept a similar position with the Keystone Electric Supply and Construction Company, which has just opened at Washington, Pa., a modern electric shop and display rooms, handling everything of an electrical nature as well as doing contract work.

John M. Rodger, who has been manager of the Cleveland office of ELECTRICAL MERCHANDISING and the *Electrical World*, has been made Western advertising manager of these two papers with headquarters at Chicago, succeeding Sam A. Hobson, resigned. Mr. Rodger was formerly in the Chicago territory as assistant to Mr. Hobson and prior to that time was sales representative in the Central Western territory for the Duplex Metals Company and other electrical concerns.

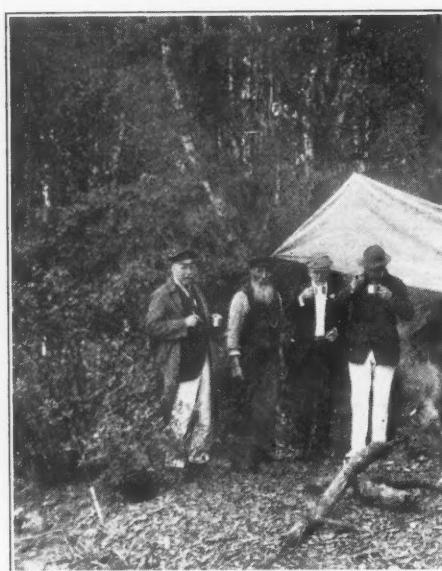
The Wagner Electric Manufacturing Company, St. Louis, Mo., announces the opening on Nov. 15, 1917, of a sales office at 116 Auburn Avenue, Atlanta, Ga. The new branch is in charge of Charles M. Welch, formerly office manager of the Indianapolis branch.

Fred M. Rosseland has resigned as safety inspector of the Chicago Telephone Company, and is now safety engineer of the National Safety Council. This organization has 3400 company members, who co-operate to prevent accidents to the 5,000,000 people employed by these concerns. D. Van Schaack is president of the Council and W. H. Cameron is general manager.

J. F. Sells of the engineering staff of the National X-Ray Reflector Company, has been appointed as consulting illuminating engineer for the new-business departments of Henry L. Doherty & Company. Mr. Sells is at present located at Mansfield, Ohio, where the Doherty company operates the Mansfield Electric Light & Power Company.

The Electric Supplies Distributing Company, San Diego, Cal., Sam L. Hall, manager, has taken over the business and stock of the wholesale department of the Southern Electrical Company, and announces the opening of its business (wholesale only) in the Spreckles Building, 924 Second Street, San Diego, Cal.

Samuel D. Westler has opened an office as a manufacturers' agent, specializing in electrical merchandise, in the Postal Telegraph Building, 253 Broadway, New York City. Mr. Westler will be in a position to call on local jobbers in his territory and will be pleased to hear from any manufacturer who wishes to be represented in the New York district and vicinity.



'Ere's "Tommy" Atkins of the Electric Storage Battery Company (at the left) 'aving 'is "mug-up"—all a part of a cruise in his frolicsome yacht that plies the well-known waters of Lake Michigan, which is near Chicago. The whiskers are worn by the guide as a matter of habit, but the other two members of the party just happen to be the lucky ones this trip

The Youmans Electric Company, Inc., operating an electrical contracting business at 45 Main Street, Yonkers, N. Y., has established a branch office at 17 West Forty-second Street, New York.

Stanley E. Smith has resigned his position as superintendent of the Easley Light & Power Company, Plainwell, Mich., and has purchased the business and stock of E. A. Tubbs, Otsego, Mich., where he will conduct a general electrical contracting business and will handle supplies and electrical appliances. Mr. Smith will be glad to receive catalogs.

The Acme Gas & Electric Fixture Company, 132 West Fourteenth Street, New York, announces that it has purchased the molds, designs and copyrights of the fixtures formerly manufactured by the Nichols Gas Fixture Company of Brooklyn. These designs include Louis XIV and Georgian period fixtures.

The Holophane Glass Company, 340 Madison Avenue, New York City, is distributing a thirty-eight-page booklet entitled "Holophane Developments for Type C Lamps." Many illustrations are included, showing typical lighting installations and practical illumination diagrams.

Major George Bailey, U. S. R., who was manager of the supply division, Cincinnati office of the Westinghouse Electric & Manufacturing Company, is with the 308th Engineers, Camp Sherman, Chillicothe, Ohio. Major Bailey entered the Reserve Officers' Training Camp at Fort Benjamin Harrison last June and was later transferred to the Engineers' Training School at Fort Leavenworth, Kan., where he received his commission early in August.

C. Electric Fiers is now manager of the Milbank (S. D.) Light & Power Company. Mr. Fiers, who once signed his letters as "Chas. E.," believes in first impressions and now advertises his profession every time he writes or speaks his name.

L. M. Russell has resigned as city engineer of Elkhart, Ind., and is now associated with Arthur R. Sweet, consulting illuminating engineer, Milwaukee, Wis.

C. H. Felker, who for several months has been conducting the commercial work for the Columbus (Ohio) Railway, Power & Light Company, has resigned to become sales manager of the Home Specialty Company, Cleveland, Ohio.

The Wagner Electric Manufacturing Company, St. Louis, announces the opening of a sales office at 129 Church Street, New Haven, Conn. This office is in charge of C. M. French, formerly representative at Springfield, Mass.

The Hartford (Conn.) Machine Screw Company has recently completed large additions to its extensive plant at Hartford. This plant now comprises over 200,000 sq. ft. of floor space. Its complete facilities cover the production of all varieties of turned metal parts, milled from the solid bar, ranging in size from 1/64 in. to 6 in. outside diameter. Besides screw machine products of every description the Hartford Machine Screw Company manufactures the "Master" spark plugs with "Calorite" insulators; also "Master" power-driven tire pumps.

Get a Sample of this new socket

When you have taken apart and reassembled the new G-E Threaded-Catch Socket you will appreciate what a splendid design it is to sell or install. When the threaded ring is screwed into place

the heaviest reflector made could not possibly separate the cap from the body of the shell. This is a big selling point.



As shown in the illustration, the design is simple, easy to install and proof against careless assembly because of the positive nature of the connection between cap and body. The use of this socket on a job will insure a satisfied customer, and yet it costs you no more than the other types.

If you will address our Supply Department at Schenectady, on your business letterhead, we will gladly send you a free sample for examination and test. This socket is not designed for use in fixture husks.

Ask also for leaflet B-3449

General Electric Company

General Office:



Schenectady, N. Y.

Distributors in all large cities

**Pointing the Way
to Lighter Labor in the
Home**

For many years the General Electric Company's engineers have aided in the application to the home of the active force which has done so much to revolutionize modern manufacturing—electric service.

The efficiency of factory, shop and office is being brought into domestic life to lessen labor, give greater comfort and create more leisure time in the place around which civilization centers.

Educational publicity has developed for the electrical trade many opportunities for greater service—it is making possible more and more sales of household appliances every day.

You can profitably do much towards lightening labor in the homes of **your** community by increasing sales pressure on electrical labor savers for the home.

General Electric Company
General Office: Schenectady, N. Y.
7510



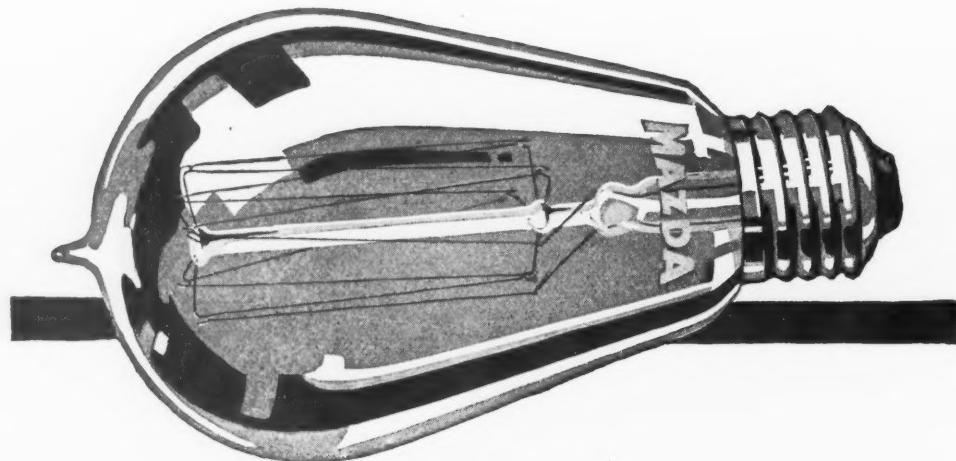
Every Contractor-Dealer Should Have His Christmas Window Ready

If *your* window is not already trimmed in the true holiday atmosphere, set to work at once.

A show window is "front page, preferred position" and speaks directly to the throngs of shoppers that pass. No matter what other advertising you use you need your window to sell the "Lighten the Labor of the Home" idea as applied to Christmas gift selection.

The Christmas Electrical Advertiser has some good suggestions on window trimming for dealers in G-E products. If you haven't received a copy, we will gladly send it.

General Electric Company
General Office: Schenectady, N. Y.



MAZDA

"Not the name of a thing, but the mark of a service"

MAZDA Service—a systematic research for making good lamps better

—The Meaning of MAZDA—

MAZDA is the trademark of a world-wide service to certain lamp manufacturers. Its purpose is to collect and select scientific and practical information concerning progress and developments in the art of incandescent lamp manufacturing and to distribute this information to the companies entitled to receive this Service. MAZDA Service is centered in the Research Laboratories of the General Electric Company at Schenectady, New York.

The mark MAZDA can appear only on lamps which meet the standards of MAZDA Service. It is thus an assurance of quality. This trademark is the property of the General Electric Company.



RESEARCH LABORATORIES OF
GENERAL ELECTRIC COMPANY

To the Great American
Electrical Fraternity
**A Joyous Christmas
Season
and Heartiest Good
wishes for a Happy, Prosper-
ous New Year**

Thor

Hurley Machine Company

32 South Clinton St., Chicago
143 W. 42nd Street, New York
413 Yonge Street, Toronto, Can.

The Only Complete Line of Electric Washers
Vacuum Cleaners and Ironing Machines
A Size for Every Family A Style for Every Purse

The Season's Greetings FOR AN ELECTRIC CHRISTMAS



Order
Window Display W-107

Western Electric
QUALITY PRODUCTS

FROM THE

Western Electric Company
INCORPORATED
OFFICES IN ALL PRINCIPAL CITIES

The Season's Greetings FOR A PROSPEROUS NEW YEAR

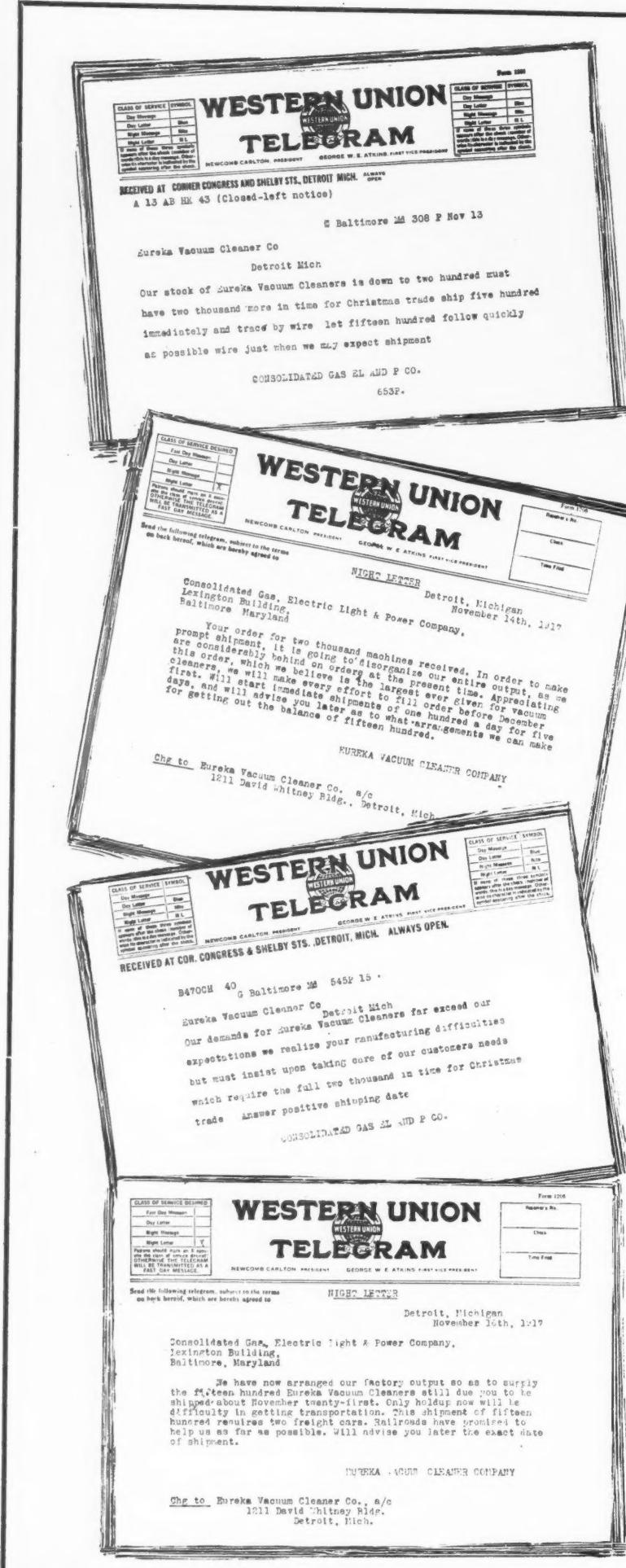
TURN OVER A NEW LEAF
DO IT ELECTRICALLY

Western Electric
HOUSEHOLD HELPS
Make A HAPPY NEW YEAR
HAPPIER

RESOLVE
TO USE
*Western Electric
Household Helps
Every Day in the New Year
and
Every Day in Every Year
Thereafter
It's a Good Resolution
You'll never break*

Order
Window Display W-108

Western Electric
QUALITY PRODUCTS
FROM THE
Western Electric Company
INCORPORATED
OFFICES IN ALL PRINCIPAL CITIES



The Large Clean

This is the largest single one Company. Two solid

The Consolidated Elec
order for a Christmas Cam

Four or five years ago makes of Vacuum Cleaners.
EUREKA exclusively with
EUREKAS annually.

BEGIN

Write at once for our
dozens of Central Stations

*The Eureka was
Award, for Elect
Pacific Internati*

Eureka Vacu

Largest Makers

Detroit



The Two-Carload Shipment of Eurekas Leaving Railroad Yards at Detroit

st Single Order of Vacuum ers Ever Shipped

single solid
Elec
Cam
s ago
aners.
with

order of Electric Vacuum Cleaners ever shipped to
Carloads consisting of 2000 machines.

tric Light & Power Company of Baltimore placed this
paign and expect to sell the entire 2000 in four weeks.

the Consolidated Company handled several different
During the past three years they have featured the
the result, that today they are selling about 6000

NOW TO PLAN FOR SPRING

special Central Station selling campaign indorsed by
as the successful plan to sell Vacuum Cleaners on.

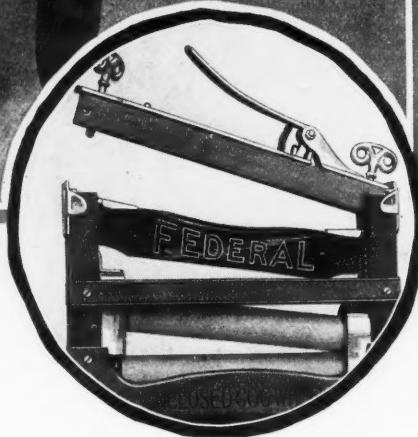
*Awarded the "Grand Prize," the Highest
ric Vacuum Cleaners at the Panama-
onal Exposition, San Francisco*

um Cleaner Company

of Vacuum Cleaners in the World

Michigan





A Real Safety Wringer-Release that operates *RIGHT*—at the *RIGHT* time —The Federal

"Of great importance in *any* Electric Washer, Madam, are the safety features for the protection of the operator.

"You have just seen how all gears and other moving parts are completely housed in with the Federal construction. Now note another of its important safety features—the special Safety Wringer-Release, and the only *real* safety release on

any Electric Washer. Through its proper design, assembly and adjustment, you are assured of a wringer release that will operate *right* and at the *right* time! Positively cannot stick or refuse to work!

"It's just another of the salient points of this splendid machine, that we enjoy pointing out to our customers."

Dealers: Make This New Year's Resolution NOW!

The 12 Big Federal Features

- 1—Beauty and Durability.
- 2—The only correct Washing Principle.
- 3—Absolutely safe—all moving parts enclosed.
- 4—A real Safety Wringer Release.
- 5—"Three-in-One" Wringer Control.
- 6—Complete control at the finger tips.
- 7—Clutch to start and stop washing.
- 8—Swivel roller-bearing double casters.
- 9—Quick emptying—Threaded Non-obstructible Drain.
- 10—Tension adjuster.
- 11—Glass water gauge.
- 12—"The Machine that Sells Itself."

Resolved: That 1918 will find me prepared to at least double my electric washer sales. That I will accomplish this by selling a BETTER Washer merchandised in a BETTER Way. That I will sell the FEJERAL; for with it goes a perfected Sales Plan that digs right down into *my* problems in putting an electric washer within easy reach of all—

a plan that brings me breezy, brand-new Selling Helps, yet extends way beyond the "old time" idea that there dealer co-operative service ends!

And Be It Further Resolved: That I'll get complete details of the entire Plan RIGHT NOW! They are mine for a postal and 1918 is going to find me prepared!

*This is the fourth of a series of advertisements that will appear in Electrical Merchandising featuring the 12 Big Sales Advantages of the Federal Electric Washing Machine. No. 5 will appear in the January issue. Details and reprints of the entire series will be sent to any interested dealer upon request.

FEDERAL SIGN SYSTEM (Electric)
Lake and Desplaines Streets
CHICAGO



I always use an X-Ray light,
So that is why my smile is bright,
And if good lighting you would see
Just keep your sharpest eye on me.

X-Ray. BEEHIVES

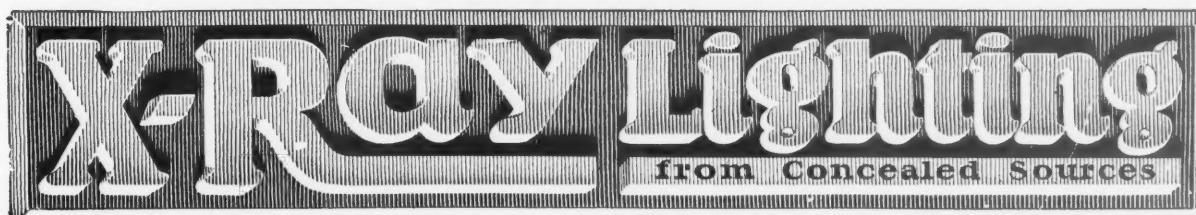
The Most Powerful Industrial Lighting Reflector Made. Five Sizes for 75 to 1000 Watt Mazda "C" Lamps

IMMEDIATE SHIPMENTS

National X-Ray Reflector Co.

237 W. Jackson Blvd.
CHICAGO

31C West 46th Street
NEW YORK





Arnold Vibrator No. 1



Arnold Electric Washer



Arnold Hair Dryer

Big Sellers!

Here are popular electric sellers that every shrewd electric dealer should stock. The Arnold Electric Washing Machine, Arnold Electric Vibrators and the Arnold Electric Hair Dryer are popular and profitable. They will boom sales for your store and add considerably to your profits without increasing your overhead.

You Can Make Money With
arnold
 Electric Products

These big electric sellers give tremendous satisfaction and are making money for thousands of electrical dealers everywhere. They are nationally advertised in the big, widely circulated magazines and are known by name to consumers all over the country.

We furnish strong, forceful dealer co-operation that enables you to move the Arnold line quickly. The turn-over comes fast and the profits are big. Stock this fast selling line and increase your business.

Write for Discount, Terms, etc.

Arnold Electric Company
 Racine, Wisconsin



Arnold No. 4



450 FOUR-IN-ONE LIGHTS In F. W. Woolworth's New England Stores

100% Lighting helps to make possible 100% Selling.

The F. W. Woolworth Company has demonstrated that this ideal can be most nearly attained by the use of the Four-In-One Light.

Every dealer in lighting fixtures needs a good lighting system in his place of business. Illuminate your store with Four-In-One Lights, and demonstrate their value to every customer who enters.

FOUR IN ONE
Light

In construction, the Four-In-One Light is scientifically correct. It utilizes every ray of light without glare.

The light source is a Mazda "C" lamp. The gas-filled globe insures intense light under the most economical operating conditions.

It is bug-proof and dust-proof.

Artistic style, combined with its diffused radiance, makes it a perfect light for salesrooms, stores, banks, offices, and residences.

Get in touch with your nearest distributor; from him you can buy all material on one requisition.

Style book and data sent free upon request.

L. PLAUT & COMPANY, 432-4 East 23d Street, New York

TERRITORY DISTRIBUTORS

NEW ENGLAND—

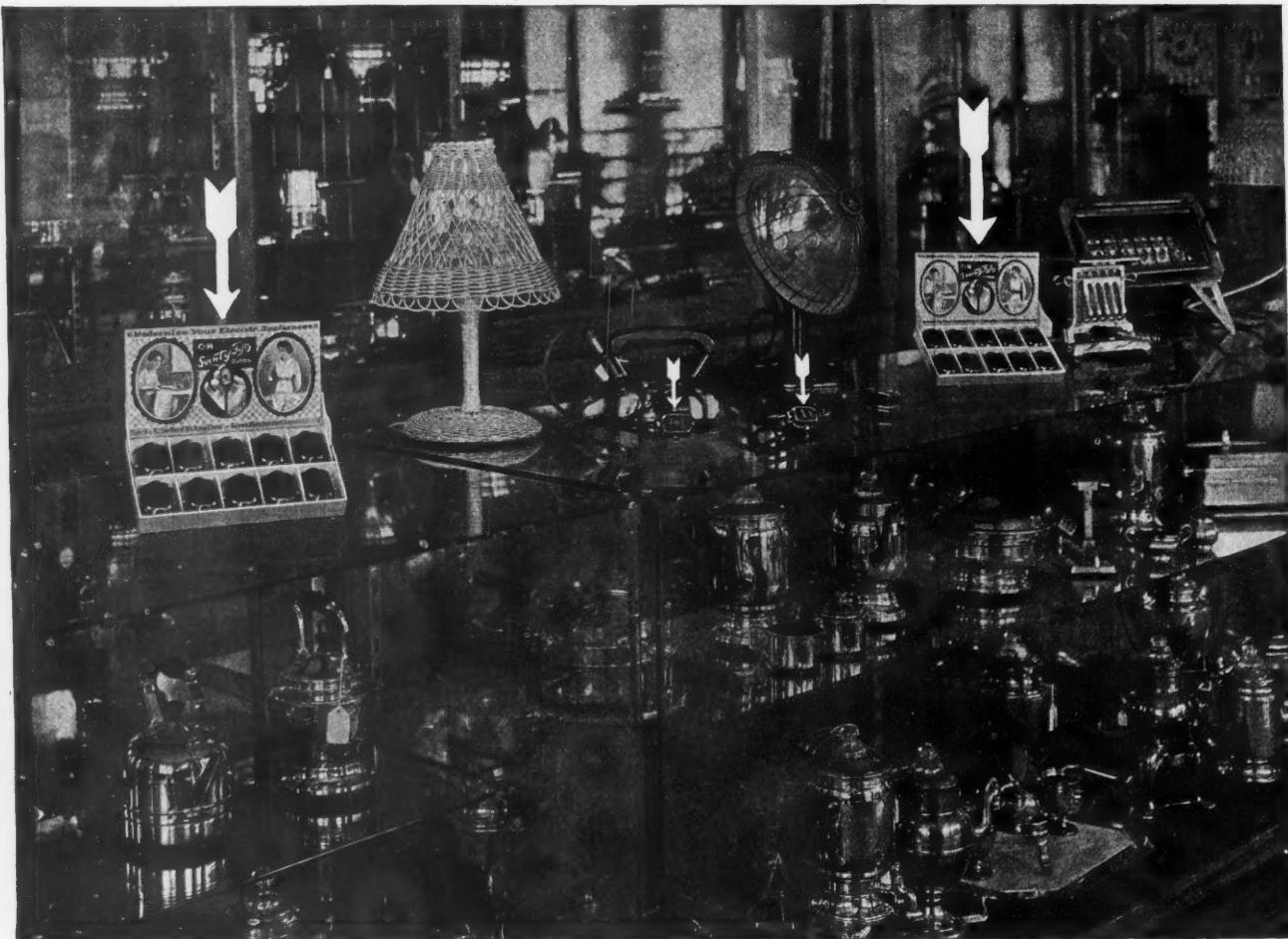
Pettingell-Andrews Co., Boston, Mass.
EASTERN NEW YORK STATE—
Havens Electric Co., Albany, N. Y.
CENTRAL NEW YORK STATE—
Mohr's Electrical Supply Co., Syracuse, N. Y.
Wheeler-Green Electric Co., Rochester, N. Y.
WESTERN NEW YORK STATE—
Robertson Cataract Electric Co., Buffalo, N. Y.
EASTERN PENNSYLVANIA—
F. H. Stewart Electric Co., Philadelphia, Pa.
WESTERN PENNSYLVANIA—
Pittsburgh Gas & Elec. Fixture Co., Pittsburgh.
MARYLAND, VIRGINIA, W. VA., N. & S.
CAROLINA—Southern Elec. Co., Baltimore.
GEORGIA—Baltimore Elec. Supply Co.
(of Atlanta), Atlanta.

LOUISIANA & MISSISSIPPI—

Interstate Electric Co., New Orleans, La.
FLORIDA—Livingston, Yonge Co.,
Jacksonville, Fla.
TENNESSEE & KENTUCKY—S. of Lexington & E. of Princeton H. C. Tafel Elec. Co.,
Louisville, Kentucky
OHIO & NORTHERN KENTUCKY—
Devere Electric Co., Cincinnati, Ohio
OHIO—McKeever Electric Co., Columbus, O.
Sterling-Welch Co., Cleveland, Ohio.
Brooks Co., Cleveland, Ohio.
ALABAMA—Matthews Elec. Supply Co.,
Birmingham, Ala.
NORTH DAKOTA, MINNESOTA—
N. W. Elec. Equipment Co., St. Paul, Minn.
MICHIGAN—A. T. Knowlson Co., Detroit.

INDIANA, ILLINOIS, IOWA, WISCONSIN—

Central Electric Co., Chicago, Illinois.
UTAH, IDAHO & MONTANA—
Capital Electric Co., Salt Lake City, Utah.
PACIFIC COAST STATES—
Pacific States Elec. Co., Los Angeles, San Francisco,
Oakland, Portland, Seattle, Spokane.
TEXAS, ARIZONA & OKLAHOMA—
Southwest General Elec. Co., Dallas, Texas.
TEXAS—Electric Specialty Co., Dallas, Texas.
MISSOURI & ARKANSAS—
Central Telephone & Elec. Co., St. Louis, Mo.
NEBRASKA—American Elec. Co., Omaha.
CANADA—Northern Electric Co., Montreal,
Toronto, Halifax, Winnipeg, Vancouver,
Calgary, Regina.



Electric shop counter showing use made of the easel stand cartons. Attractive selling helps of this kind for counter or window increase the business of your electric appliance department.

Sell One With Every Electric Appliance

With every electric appliance you sell you add to your profit and provide a real convenience to your customer by showing the

C-H *Seventy Fifty*
SWITCH

Every user of electrical appliances is interested in knowing when the current is "on" and "off." The C-H Switch shows this.

The easel stand cartons in which they are packed make suitable window and counter displays. They attract the attention of those passing your windows and when displayed

on your counters, help sell to those coming into your store.

They sell quickly—you get your money back with a good profit. Our national advertising schedule extends into next year.

Check your stock and see that you have enough for your Christmas electric appliance trade.

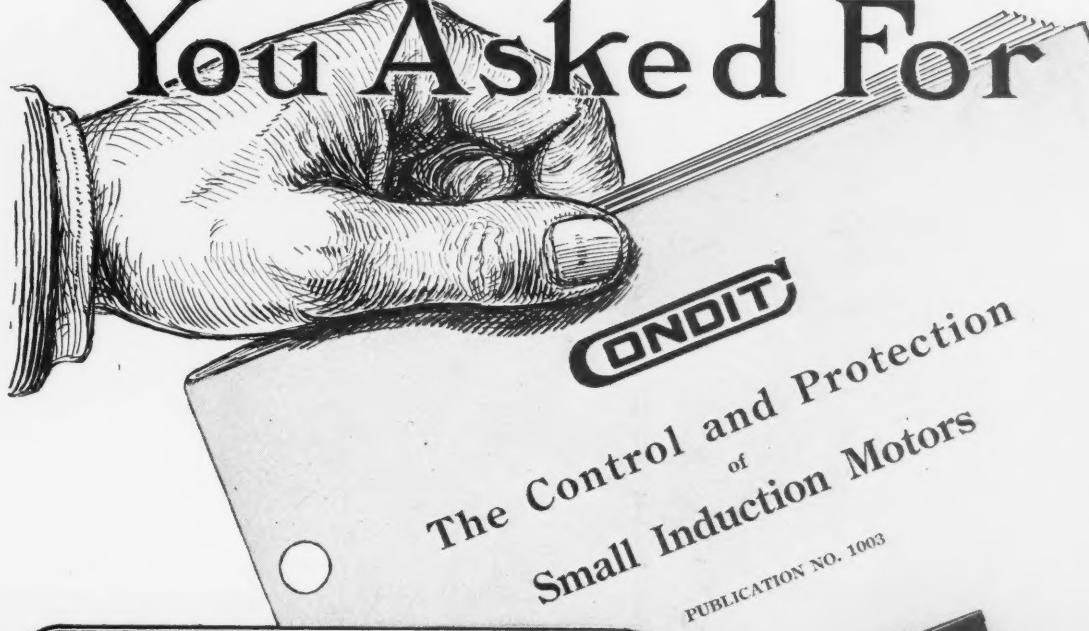
Call up your Jobber or write our nearest office for rush supply

THE CUTLER-HAMMER MFG. CO.,

New York Boston Philadelphia Pittsburg Cleveland Cincinnati Chicago San Francisco Los Angeles Seattle

Milwaukee, Wis.

Here is the Booklet You Asked For



"By Special Request"

The Condit Electrical Mfg. Company have been repeatedly requested to give advice as to the control and protection of small induction motors where the usual method has proved unreliable or utterly failed to perform the function for which it was intended.

In nearly every installation investigated, certain common misapplications of control and protective devices were found, and the difficulties which existed were of such a nature that a single report of the investigations covered practically all of the installations.

The increasing demand for copies of this report has caused the Condit Electrical Mfg. Company to issue this brief summary for a guide to the selection of certain classes of protective devices used in connection with small induction motors.

The table of contents given below gives you an idea of the great practical value of this booklet to all interested in the efficient operation and protection of small (up to 7½ H.P.) induction motors.

As this edition is limited we respectfully ask that you send in your request for your copy **promptly**.

CONTENTS

The Control and Protection of Small Induction Motors by the Use of Enclosed Fuses.	Fuse Characteristics.
Failure of Insulation.	Present Practice of Selecting Fuses for the Protection of Induction Motors.
Improper Application of Motors.	Effect of Strained Fuses on the Protection of Induction Motors.
Improper Applications of Protective Devices.	Undervoltage Protection.
Starting Characteristics of Induction Motors.	Recommendations for Fuse Protection of Induction Motors.



Type I OIL STARTER
30 AMPERES, 600 VOLTS, UNDERVOLTAGE RELEASE
FUSE PROTECTION
See Bulletin No. 42

Condit Electrical Mfg. Company
South Boston, Mass.
U. S. A.

REPRESENTED IN PRINCIPAL CITIES IN UNITED STATES AND CANADA

Condit Electrical Mfg. Co., South Boston, Mass.

Akron, 337 Walsh Block.
Albany, N. Y., 102 Hamilton St.
Birmingham, Ala., Brown-Marx
Bldg.
Buffalo, 604 Electric Bldg.
Charlotte, N. C., Commercial
Bank Bldg.
Chicago, 19 South Fifth Ave.

Cleveland, Ohio, 1417 Illuminating
Bldg.
Cincinnati, 1309-10 Union Trust
Bldg.
Dallas, 408 South Ervay St.
Denver, 1621 Seventeenth St.
Detroit, 617 Ford Bldg.
Kansas City, Mo., 1513-A Grand Ave.

Los Angeles, San Fernando Bldg.
Miami, Fla., 329 Thirteenth St.
Minneapolis, 716 McKnight Bldg.
New Orleans, La., 818 Hennen
Bldg.
New York, 39 Cortlandt St.
Philadelphia, 929 Chestnut St.

Pittsburgh, Pa., 706 May Bldg.
St. Louis, La Salle Bldg.
Salt Lake City, Utah, 216 Judge
Bldg.
San Francisco, 583 Howard St.
Seattle, 309 First Ave. South,
Washington, D. C., Conduit Road
& Elliott St., N. W.

Northern Electric Company
LIMITED

Sole Distributor for the Dominion of Canada, Montreal, Halifax, Ottawa, Toronto, Winnipeg, Regina, Calgary, Vancouver.

CONDIT: the Synonym of Safety in Electrical Protective Equipment

Electrical Dealers and Jobbers!

Stock→



*—a necessity for
electric power users that
sells the year 'round*

Right now with the Nation's electrical equipment pushed to the limit to meet war-time needs—

GALES COMMUTATOR COMPOUND—

provides a real necessity, in demand wherever electric power is generated or used.

Gales Commutator Compound positively prevents scratching and sparking, cutting and scarring. Puts a high gloss on the commutator and never gums the brushes nor interferes with their commutating capacity. It "Puts the 'Health Glow' on Commutators."

A Favorite for Over 25 Years

The name GALES occupies a unique position in the electrical field. For over 25 years it has stood for a dependable commutator compound. That's why it also stands for "quick sales and good profits" to hundreds of electrical dealers and jobbers throughout the country who carry it as a standard commodity.

The coupon brings a free sample stick and complete sales information. Use it Today!

K. McLENNAN & CO.
Sole Manufacturers

1751-1759 W. 35th St., Chicago, Ill.
U. S. A.



Gentlemen:—Without any obligation, please send me Free Sample Stick of GALES COMMUTATOR COMPOUND, and complete sales information regarding it.

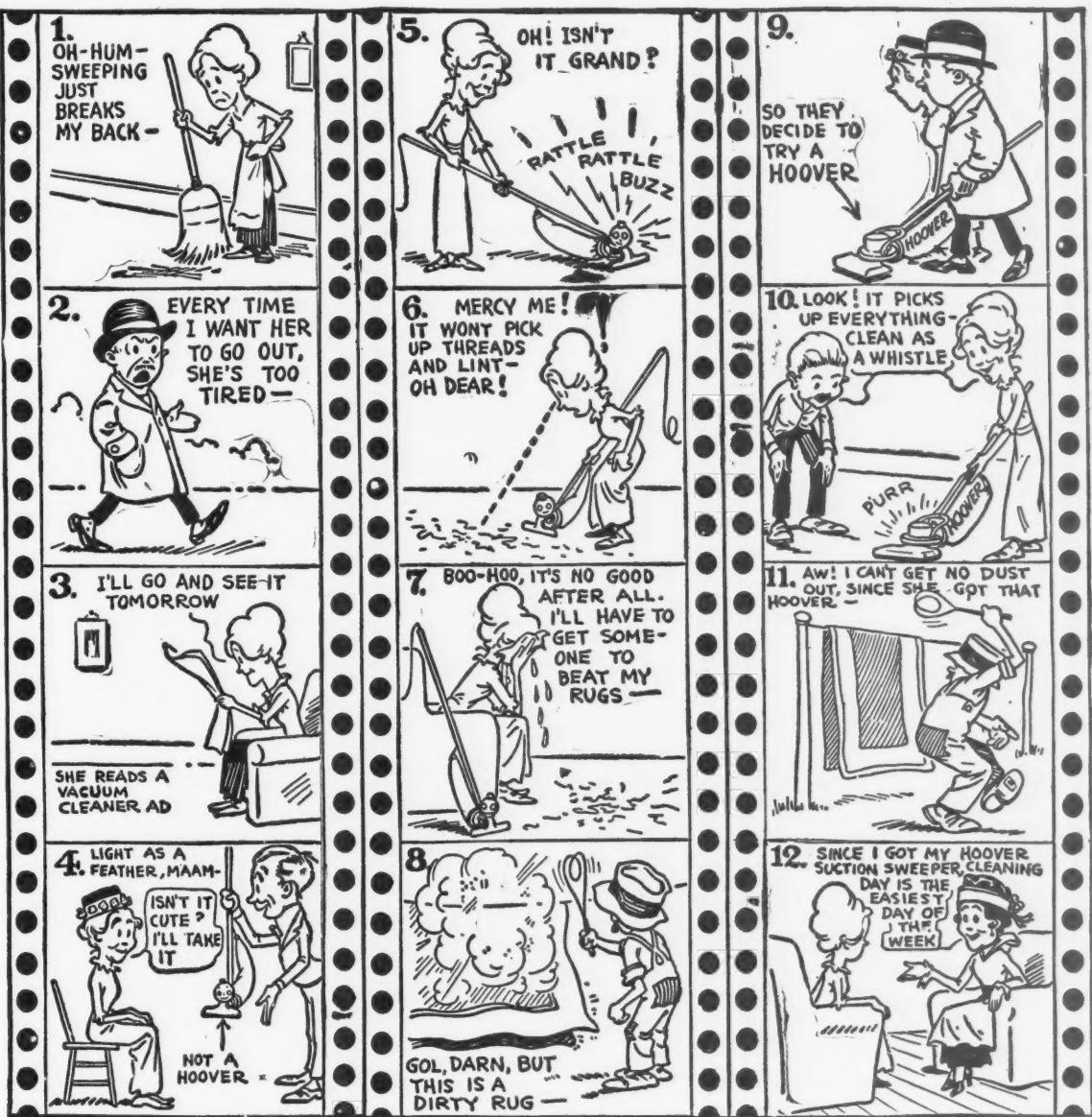
Name

Business

Street address

City

(Please write clearly)



It doesn't pay to sell vacuum cleaners that people afterwards find out are not the best. It makes people lose faith in your word. They complain to their friends about you "stinging them." Your business suffers.

Everyone in the electrical trade freely admits that the Hoover has it over all the others like a tent because of the patented Hoover motor-driven brush.

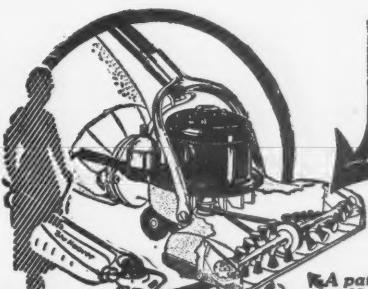
Why not *sell* Hoovers—and create friends instead of "knockers?" We can show you 150 to 300% yearly profit on every dollar you allot for pushing Hoovers. We will also make it easy for you to get the business. We are doing it in other towns like yours—we can do it for you!

Write for the details of the liveliest money-making offer that has ever been made

THE HOOVER *electric* SUCTION SWEEPER

The Hoover Suction Sweeper Company

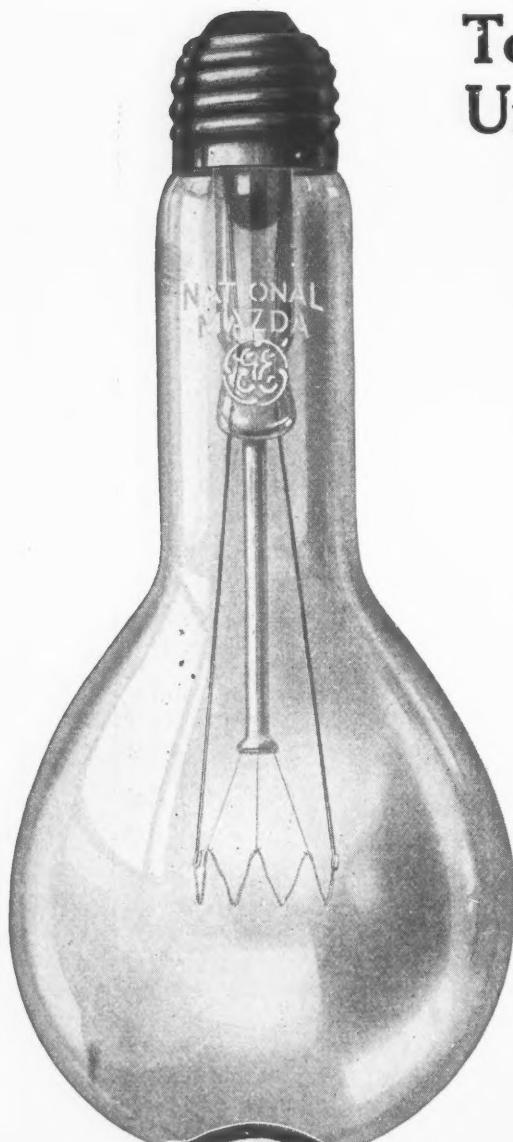
Box 911 New Berlin, Ohio



This soft hair brush—driven at fast speed by the electric motor—shakes and thoroughly sweeps floor coverings while air suction draws off the dirt thus loosened.

A patented, exclusive Hoover feature!

Top Production Never Reached Until There's Proper Light



We must never forget that there's a "human element" in factory production. The man is not a machine. He can not be geared up to produce automatically at a chosen rate. He works at variable efficiencies.

A sure stimulus to rapid and accurate workmanship is abundant light! The well lighted shop is a cheerful place. The worker feels more like pitching in and giving of his best. The absence of conscious effort makes the work go well.

And when the worker can see his every move, he gains a confidence that leads to precision. Spoilage is reduced, seconds are fewer, and mistakes and accidents rarer. The better the light the more seldom occur those distressing incidents that upset the whole shop and knock holes in production for hours at a time.

National MAZDA C Lamp

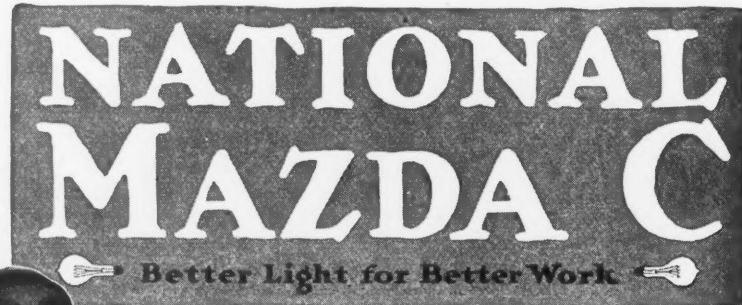
Just as the NATIONAL MAZDA B trebled the light for a given current consumption, so the NATIONAL MAZDA C (the gas filled bulb with its coiled wire filament) has nearly doubled it again.

More than five times the light with no increase in current consumption!

Sometimes the duplicating of daylight in color (as well as approximating it in intensity) will dictate the selection of NATIONAL MAZDA C-2 lamps. These are a newer de-

velopment, using the principles of the NATIONAL MAZDA C, but giving the value of daylight to the color of the illumination by means of a colored-glass bulb.

Our Engineers will gladly cooperate with NATIONAL MAZDA Distributors in solving difficult lighting problems. Or, if you want sales letters to help you land factory lighting business address any of the Sales Divisions of the National Lamp Works of General Electric Co., Nela Park, Cleveland, Ohio.



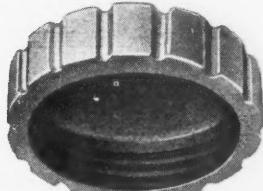
**JOBBERS,
DEALERS,
CONTRACTORS,**
Enlist! or be drafted by
public demand,
for the

Trade **UTILITY** Mark
Type "Y"

*Smooth
Interior
Surface*

*Large
Wiring
Chamber*

*Adapted
to Service
Entrance*



*Superior
Water-proof
Fitting*

*All
Standard
Sizes*

*Immediate
Stock
Shipments*

AN improved galvanized weather-proof fitting for outside conduit construction; for use where a neat, short right-angle turn is necessary; also can be used for pull box. This improved fitting has a perfectly smooth interior with well-rounded corners which enables easy passage of wires with no possible chance of injury to insulation of conductors. We accomplish this advantage by the fact that threads for closure cap are on the exterior edge of fitting.

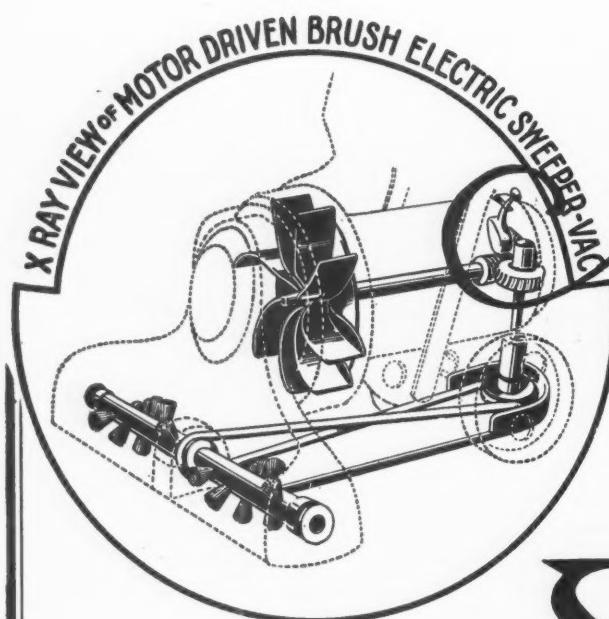
Write for Bulletins and Discounts

General Sales Agents

THE PHILADELPHIA ELECTRIC
COMPANY SUPPLY DEPT.

132 South Eleventh Street
Philadelphia





The brush in the nozzle is motor driven at proper speed. The worm gear has switch control for starting or stopping brush independent of the fan.

The Electric Sweeper-Vac is positively the latest word in suction sweepers. It has none of the objectionable features of other sweepers but has a number of new and original improvements.

The strong suction fan will positively draw up all sand and dirt embedded in rugs or carpets, while the revolving brush—driven at proper speed—picks up lint, threads, cotton or hair without injury to the finest of rugs or carpets.

Quiet, Easily Operated, Built for Business. Weight, 11 pounds.

Clip the Coupon Today

Pneuvac Company
Worcester, Mass.

You may send without cost to us descriptive matter and dealers' discount on Electric Sweeper-Vac.

Name.....

Address.....

City.....

"Even a worm will turn"

And this worm means to the vacuum cleaner what the worm gear drive means to the giant motor truck—a silent, sure drive under absolute control.

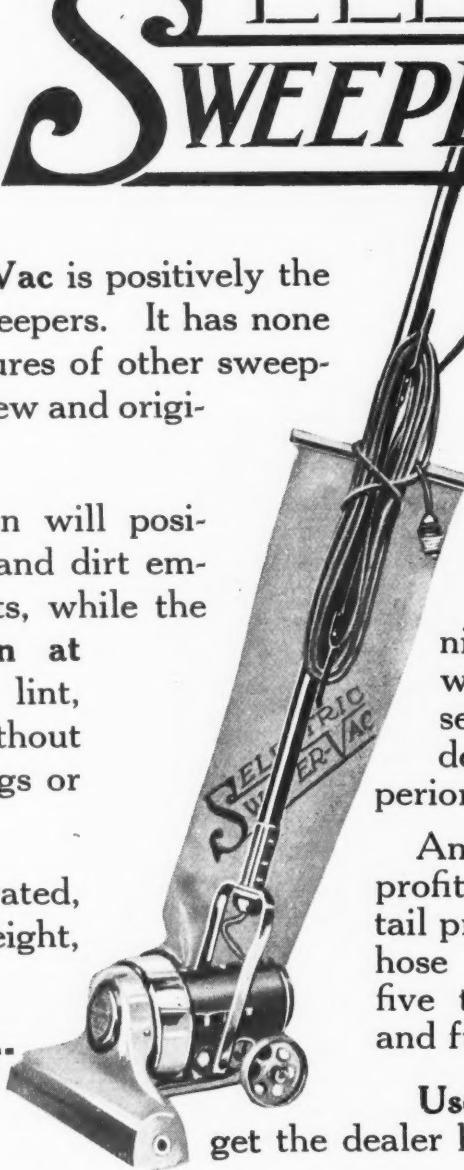
ELECTRIC SWEOPER-VAC

Your Opportunity Mr. Dealer

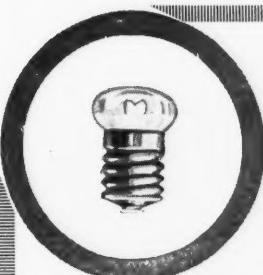
The compelling features of the Electric Sweeper-Vac are quickly recognized by the housewife. It's easy to sell when once you demonstrate its superiority.

And there's a nice profit in it for you. Retail price \$42.50. Extra hose attachment with five tools for draperies and furniture \$5.75.

Use the coupon and get the dealer helps and discounts.



PNEUVAC COMPANY
General Offices and Factory
WORCESTER, MASS.



R-V-G

Flashlights and Batteries

Four Million

popular priced flashlights has been the output of our factory during the three years we have been in business.

Every part is manufactured in our own factory.

Separate parts may be ordered as desired.



*All
illustrations
actual size*

Trade Prices

No. 701— $2\frac{1}{2}$ Volt Lamps
—fit any three of flashlights
shown, **7c. each**

No. 285—Sun Ray Flashlight Case
made of steel, nickel-plated, **7c. each**

No. 2850—Sun Ray Battery,
 $7\frac{1}{2}c.$ each

No. 254—Bull's Eye, Nickel-plated Case,
including lens, **8c. each**

No. 2542—2 Cell Tubular Battery, **$7\frac{1}{2}c.$ each**

No. 270—"American Scout" Case for flash or permanent contact, **15c. each**

No. 2700 —Battery—2 Cell Tubular, **11c. each**

No. 701— $2\frac{1}{2}$ Volt Tungsten Lamps, **7c. each**

Lamps: All three flashlights use $2\frac{1}{2}$ volt lamps.

*One dollar brings three
Complete Samples prepaid*

R-V-G Company

374 Bedford Ave.

Brooklyn, N. Y.



The
DUMORE
MODEL-3

**Sure
 to Catch
 the
 Holiday
 Trade**



In almost every home today you'll find the sewing machine busy. Nearly everybody's sewing.

That—and the country's prosperity—means a big holiday trade for you in sewing machine motors, *if you handle the right motor.*

Put the DUMORE on display in your store and you will get the lion's share of sewing machine motor sales in your section. *And more than the lion's share of profits.*

The DUMORE costs you no more than less efficient motors and it gives you a bigger profit. More than that, it makes good on every sale.

Right now they're selecting holiday gifts. Send for a DUMORE today—on 30 days' approval. Literature on request.

**WISCONSIN ELECTRIC CO.
 2607 DUMORE BLDG., RACINE, WIS.**

**Advantages of
 the Dumore**

Attaches quickly and firmly—fits any machine.
 Runs at six different speeds and can be quickly reversed.
 Lowers with the head into the cabinet.
 Universal motor—can be attached to any lamp socket.



That's What I Call Service

"Before I became a distributor of WESTINGHOUSE MAZDA LAMPS I knew that I could call on the Westinghouse Lamp Company for advertising booklets, blotters, and window display material, but I had no idea what it actually meant to receive WESTINGHOUSE MAZDA ADVERTISING SERVICE."

"Now I get a portfolio every month full of advance samples, and they also supply me with a complete and systematic plan of campaign.

"The variety and quality of their material enables me to reach any and every class of prospects most effectively each month. They always seem to get out something that exactly suits my purpose."

This advertising co-operation is available for every Jobber, Central Station and Dealer.

The full scope of WESTINGHOUSE MAZDA ADVERTISING SERVICE and how it will help *YOUR* business is described in an interesting book, "Better Light & Bigger Lamp Sales." Send for a copy.

Westinghouse Lamp Company
165 Broadway, New York

Sales Offices and Warehouses throughout the Country



GUARANTEED BY THE NAME



WESTINGHOUSE MAZDA LAMPS

Help Win the War!

Dealers and Central Stations can help win the war by selling Westinghouse Sew-Motors.

There are a number of Red Cross Auxiliaries, and individual workers in your territory who will welcome the little labor savers—not only because they make the work easier, but because they increase the output of materials.

These energetic women are anxious to help all they can—and you can help them by showing them the best and easiest way.

Now is the time to order your motors. This is the Sew-Motor inning. Get aboard and do your bit.

Write for an outline of our Christmas campaign.

Westinghouse Electric & Manufacturing Co.
East Pittsburgh, Pa.

Westinghouse



Universal American-Sheffield Plate Electric Coffee Urn. No. E8146. \$22.50



Universal American-Sheffield Plate Electric Coffee Percolator. No. E8646. \$17.50.



Universal American-Sheffield Plate Electric Tea Pot. No. 8046. \$15.00



Universal Electric Iron De Luxe. No. E9081. \$6.50 With Push Button Switch



Universal Electric Toaster No. E946. \$5.00



Universal Electric 4 Heat Grill No. E984. \$7.50

UNIVERSAL

ELECTRICAL GIFTS for PRACTICAL PEOPLE

Every Christmas, but particularly in war times, the utility of a gift as well as its appearance should be most carefully considered. National economy demands careful expenditure of money and careful selection of gifts. This year your trade will seek those articles which perform a practical service and which are not only certain of appreciation at holiday time, but which

Make a Merry Christmas Last the Whole Year Through

The UNIVERSAL electric line is the best solution of gift problems. Those whose idea is not to waste money on useless articles, but to give gifts of beauty, service and value turn quickly and confidently to UNIVERSAL Electric Home Needs.

Now is the logical time to launch a big drive for holiday business. Make window and counter displays of UNIVERSAL Electric goods, featuring the serviceable gift idea and make this Christmas the supreme selling season of your business career.

UNIVERSAL

Landers, Frary & Clark
New Britain, Conn.



Universal Electric Coffee Urn Set No. E9166044. \$33.75.
Urn Separately, \$17.00



Universal Electric Tea Ball Samovar Set No. E934604. \$27.00. Samovar Separately \$16.00



Universal Electric Immersion Heater No. E970 \$4.50
With Comb \$5.00
Without Comb \$4.50



Universal Electric Heating Pad No. E9940. \$8.50



Universal Chafing Dish No. E940. \$18.00. 2 Heats. Others from \$13.00 upward



Universal Electric Coffee Percolator. No. E9637. \$11.00. Others from \$8.00 upward.

A Talk to Traveling Salesmen

Number Three

You fellows on the road: What is your best "approach" to a new customer? Don't you find that the best method is to tell this new customer something that will *help his business*? You don't say, "Here's the strongest little dudangle in the market." You say, "Here's a dudangle that will sell like hot cakes and pay you a big profit."

That's the kind of selling talk that makes you *solid* with your customers.

That's the kind of selling talk that makes a magazine solid with its readers.

And that's the kind of selling talk that the electrical dealers and jobbers and contractors and central station men find in Electrical Merchandising.

Selling talk! Selling helps! Selling advice! Business-building hints! Profit-making ideas!—Electrical Merchandising is full of them from cover to cover.

Here's something we hope you will tell the advertising manager of your Company next time you are in the home office: Tell him that there is *one* electrical magazine that *helps the trade sell more of your goods*, and that is Electrical Merchandising. Tell him that you have asked twenty-five of the best dealers in your territory what magazine they read most carefully, and that every one of them replied, "Electrical Merchandising." Of course, you will have to "make good" by asking these dealers, but we know what the answer will be.

We leave it to them and to you.

THE BUSINESS MANAGER.



Store of H. S. Sands Electric & Manufacturing Company, Wheeling, W. Va.

Increase Your Sales of Electrical Appliances

THE illustration above shows how the H. S. Sands Electric & Mfg. Co., of Wheeling increased their sales of Electric Appliances. They knew there were hundreds of people in Wheeling who would purchase electric appliances of various kinds, but who did not buy them because their homes lacked convenient receptacles.

You can do as the Sands Company did. You can make a Wiremold installation for display and demonstration purposes, which will show your customers how easy it is for them to have plugs for those electrical devices just where they want them—put there with Wiremold.

WIREMOLD

is a new steel raceway for wires—no wider than your finger—which comes already assembled, goes up in one piece and “fishes” like conduit. It is finished in a neutral tone enamel and has a line of fifteen simple fittings carefully standardized to meet practically every need.

With Wiremold and a few fittings in stock you will be equipped to put in a job

which will please your most particular customer, and at the same time, greatly increase your sales of electrical appliances.

Wiremold merits your most careful investigation. Send for sample and our Pocket Catalogue. We will be glad to have you write us at any time for any special information you want.

The American Conduit Manufacturing Company

New Kensington, Pa.

EM-4

Most everything is improved by Simplicity.
That's why

DURADUCT

is a better flexible tubing. Its single, interwoven wall eliminates the evils inherent in multiple wall types.

All good Jobbers sell DURADUCT.

TUBULAR WOVEN FABRIC COMPANY
MANUFACTURERS — PAWTUCKET, R. I.
GENERAL SALES AGENT — A HALL BERRY
71-73 Murray St., NEW YORK — 9 So. Clinton St., CHICAGO

Northern Electric Company Distributors for Canada
LIMITED

THE BLACK DOTTED LINE
IS THE MARK OF
DURADUCT



P&S Shurlok
SOCKET

A Good Key to Open the Way to Industrial Plant Business

When you make clear to the manager of a factory, office building, hotel or industrial plant what

"P & S" Shurlok Sockets

will do for him in saving the annoyance, possible accidents and loss of lamps which occur by reason of the unauthorized removal of lamps from sockets, you will find a ready customer.

Moreover, the chances are ten to one that in selling him Shurlok Sockets and installing them for him you will find you have opened the way to a lot of other wiring or installation work that he wants done at the same time and which would not have been thought of until you "got on the job" with Shurlok.

This kind of business is worth going after. It frequently leads to big results. **It pays.**

Pass & Seymour, Inc., Solvay, N.Y.

Over 11,900 retail merchants failed last year



Bankers and wholesalers are interested in these figures. They lose when the merchant fails.

Up-to-date National Cash Registers stop lax methods in Retail Stores—save time, work and money.

And they enable a merchant without delay to give a complete, reliable statement of his business.

Every banker and wholesaler should investigate the N. C. R. System. He will then recommend it to the merchant.

Our registers are sold on small monthly payments. 5 per cent off for cash.

Write today for literature

Address Department 84.

THE NATIONAL CASH REGISTER COMPANY, Dayton, Ohio

LINK-BELT MAKES MOTORS MORE EFFECTIVE

TODAY it is a patriotic duty to conserve power—
we must cut out waste, and one way to transmit
power without slippage or loss—and incidentally increase
production—is to drive your machinery through—

LINK-BELT SILENT CHAIN DRIVES

The motor efficiency is helped by a transmission efficiency of over 98%. The drive
is easy on the motor, for Link-Belt Silent Chain is "Flexible as a Belt—Positive as
a Gear—More Efficient than Either." For every turn of the motor there is a corre-
sponding turn of the driven shaft. To distinguish Link-Belt Silent Chain—

LOOK FOR THE NAME ON THE WASHERS

LOOK FOR THE LINERS IN THE JOINTS

Write for 128-page price list Data Book No. 125

LINK-BELT COMPANY

PHILADELPHIA

CHICAGO

INDIANAPOLIS

New York	299 Broadway	Seattle	576 First Avenue, S.
Boston	40 Federal St.	Portland, Ore.	1st & Stark Sts.
Pittsburgh	121 Park Bldg.	San Francisco	461 Market St.
St. Louis	Central Nat'l Bank Bldg.	Los Angeles	161 and 163 N. Los Angeles St.
Buffalo	208 Clinton Square	Denver	Lindrooth, Shubart & Co., Boston Bldg.
Wilkes-Barre	2d Nat'l Bank Bldg.	Louisville, Ky.	Frederick Weile, Starks Bldg.
Cleveland	429 Rockefeller Bldg.	Knoxville, Tenn.	D. T. Blakey, Empire Bldg.
Detroit	732 Dime Bank Bldg.	Birmingham	McCrossin & Darragh, Am. Tr. Bldg.
Minneapolis	418 S. Third St.	New Orleans	C. O. Hinz, Hibernia Bank Bldg.
Kansas City, Mo.	407 Finance Bldg.	Charlotte, N. C.	J. S. Cothran, Com'l Bank Bldg.
	Toronto, Can., Canadian	Link-Belt Co., Ltd.	

Selling a Cluster with Every Appliance

By F. M. GILL
Standard Radio Apparatus Company
of California, Ocean Park, Cal.

WHENEVER I sell an electric iron I make it a point to inquire whether the iron is to be used at night. Almost invariably the answer is "yes" and then there is a market for a cluster plug so that a light and appliance may be used from the same socket. The same principle applies to toasters, percolators and other home appliances. Many customers do not realize the convenience of a cluster—making three outlets blossom where only one bloomed before, and in nine out of ten of such cases I have been able to close the sale for a two or three plug cluster with the appliance.

\$



DID YOU READ THIS \$ IDEA?



*The Tag that
is also "Yours
For Double Duty!"*

This progressive dealer keeps his cash register busy ringing up "two profits where only one rung before!" And because a big part of Dealer Service in selling household appliances consists of insuring the greatest possible satisfaction from their use, he is completing a responsibility to his customers.

The Benjamin Two-Way Plug furnishes an extra socket, one for light and one to keep the appliance in service. Retail price \$1.00 each. They are for sale by Electrical Supply Distributors everywhere.

Ask for our colored poster for Window Display, also Tags and Stickers for marking and wrapping.

BENJAMIN ELECTRIC MFG. CO.

PUBLICITY DEPARTMENT
120-128 So. Sangamon Street
CHICAGO

BENJAMIN
AN INSTITUTION BUILT ON IDEAS

Bushettes

a trade name of a new conduit bushing, the opening of which is closed with a removable cap or knockout.

The body of Bushette is made of sheet steel drawn to standard bushing shape.

The use of drawn metal makes a small compact bushing with a perfectly smooth wire hole. The threads are cut by special tapping machines insuring good-clean running threads, easy to catch and impossible to cross.

The outer edge of the bushing is knurled with many projections.

The projections are made to fit your pliers and afford a good grip for the fingers. Where space is limited, a screw driver can be used against each projection.

The Cap is formed from sheet metal and is expanded into the opening of the bushing body and overhangs so that it can be readily pried off.

The cap is arranged so that just the right amount of pressure from a screw driver removes it.

Before assembling the parts are heavily galvanized.

Bushettes

save money, trouble and labor. They guarantee a clean, unobstructed conduit system.

Their use eliminates the clouds in a contractor's sky.

*No Gas Caps
to buy—install—
remove—and
worry over.*

*No Open Pipe Ends
for plaster, dust and grit to
pass into the conduit system.
Dust and grit make wire pulling
difficult and when forced into
the insulation of the wire
eventually destroy it.*

*No Wood or Paper Plugs
to cause as much trouble as they avoid.
Why take the chance of making
trouble for yourself?*

*No Discs or Pennies
their use means installing a bushing
twice. Can you afford to pay
triple labor to bush
your pipes?*

**The Dawn of a New Era in
Conduit Protection Methods**

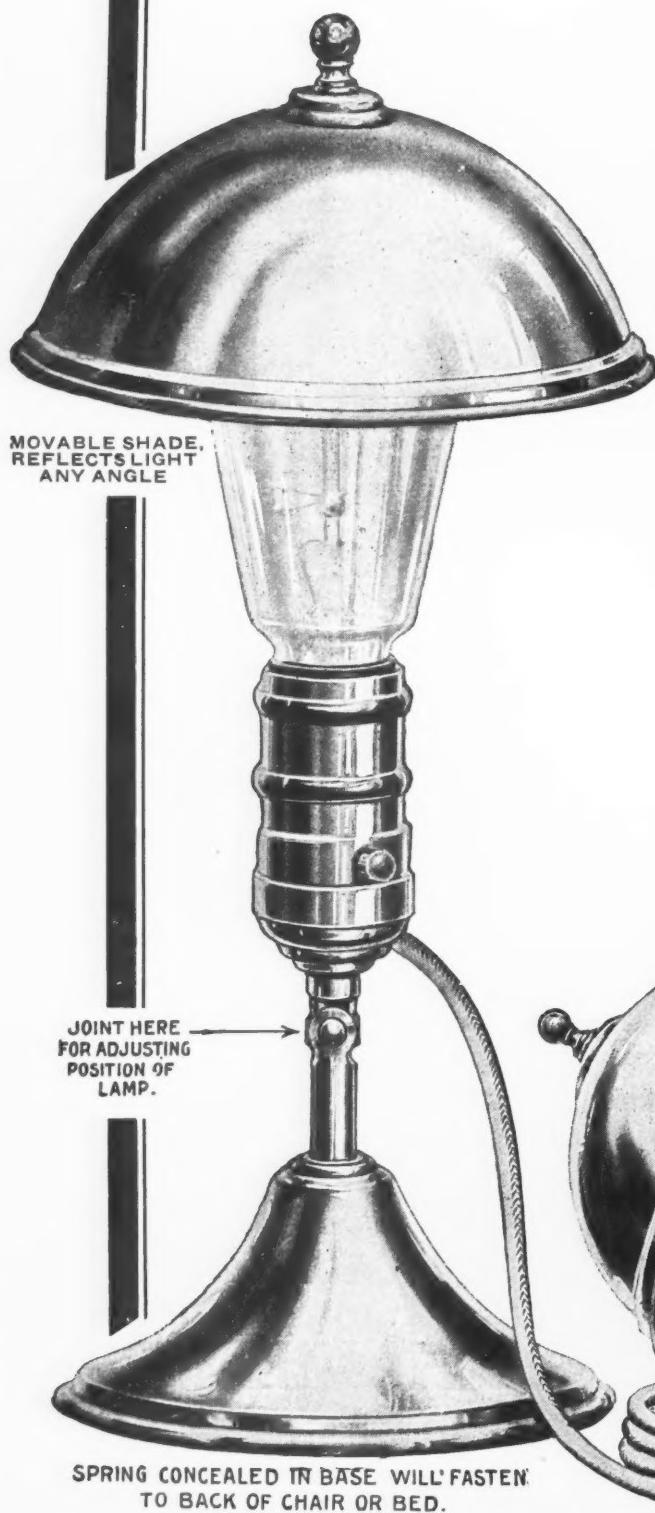
WALKER BROTHERS & HAVILAND

General Distributors

New York
120 Broadway

Philadelphia
112 So. 16th Street

The Only Man Who Won't Want to Buy a Wallace ADJUSTABLE Lamp



is the man who is *stone blind*. Because he is the only man who doesn't care how strong any light is.

Everybody else who uses electric light at all is quickly attracted to this mighty useful article. A lamp that *enhances the value* of light, by concentrating it exactly where light is wanted—does not scatter it throughout the room.

Show it in your store. Show it to housewives—office executives—travelers—theatrical people—it is quickly salable to them all.

And what concerns *you* most of all is that its sale is mighty *profitable*.

A. C. PENN, INCORPORATED
New York City

\$3.50
in Brass

Nickel \$3.75

Bronze \$4.00

Complete with eight-foot cord; push button socket; Benjamin plug.



In the September 15th, October 13th and November 17th issues of the Saturday Evening Post, the Habirshaw-Western Electric advertising appeared.

The direct and definite purpose of this advertising was to educate owners to the importance of employing experts to supervise and install every electrical job.

The benefits already obtained for the electrical industry as a whole and every electrical contractor in particular, have been such that this policy will be continued during 1918.

Are you one of those men who are getting the full benefit of this advertising? If not, turn to the advertisements which have appeared, and begin to apply them in your business.

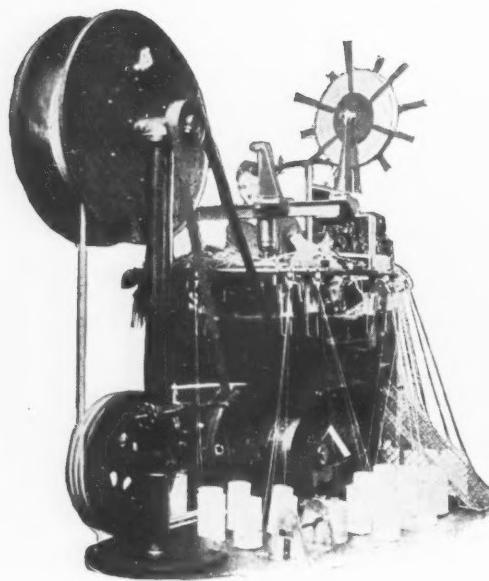
For more than 30 years, practically from the beginning of the electrical industry,

HABIRSHAW "Proven by the test of time" Insulated Wire

has been accepted as a standard of quality all over the world

Manufactured by
THE HABIRSHAW ELECTRIC
CABLE CO., INC.
10 East 43rd St., New York

Distributed by
Western Electric Company
INCORPORATED
Offices in All Principal Cities



From Weaving Loom to Shipping Room

every possible care
is taken in the man-
ufacture of

BROOK DUCT

The flexible non-metallic
conduit of fine finish.

The extreme flexibility of Brook Duct is due to a novel form of weave—a combination of weave and braid which results in **single wall** weight having **double wall** strength.

Insulation is carefully applied and every foot of its smooth interior is fished by a special process before packing, insuring the buyer against any possibility of flaws or faults.

Brook Duct is packed in cartons containing 4 coils of 250 feet each to prevent damage in transit.

We Also Manufacture

Brook Steel Armored Cable

Brook Steel Flexible Conduit

All products approved by the National Board of Underwriters

Eastern Flexible Conduit Co.

General Office and Factory, Brooklyn, N. Y.

Sales Offices

New York
Boston
Buffalo
Cleveland
Pittsburgh

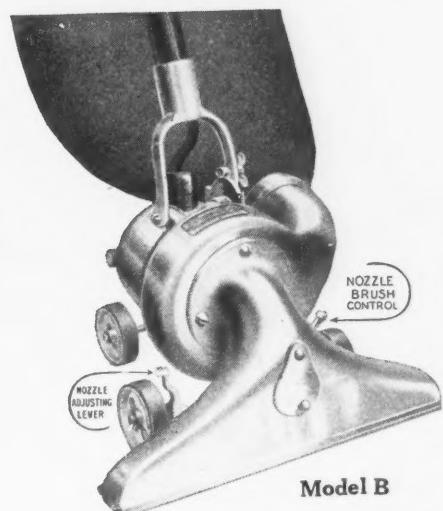
Detroit
Chicago
Philadelphia
St. Louis

Atlanta
Louisville
Birmingham
Los Angeles
San Francisco

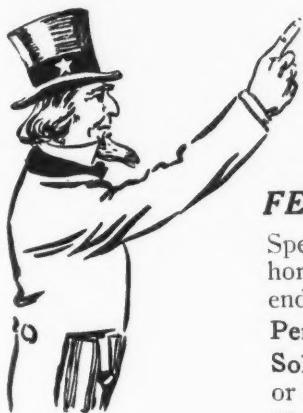


The NEW LIBERTY Cleaner

**Uncle Sam's
CHOICE
for
United States
Post Office
Service**



MODEL B
No other cleaner has this feature. A touch of this lever with the foot and the nozzle brush is thrown in and out of use—no stooping, or separate dirty brush to handle.



**One Lighting Company has sold
800 Liberty Cleaners in One Month**

FEATURES:

Special General Electric Motor—the heart of a cleaner—mounted horizontally—equal distribution of friction on both bearings—no end thrust.

Perfect lubrication by self-feeding oil cups.

Solid Aluminum Cases—no nickelized tin or sheet steel to rust, dent or bend out of shape.

Nozzle Adjustment—to adapt it to run easily over and clean a carpet of any thickness.

Four wheels—make it easy to operate.

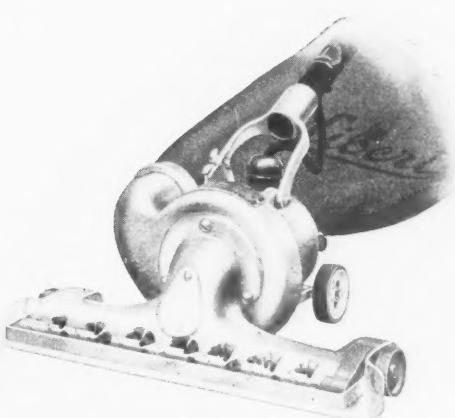


Model C meets the demand for a Vacuum Cleaner and Sweeper combined.

Its strong suction gets the imbedded dirt, while its revolving nozzle brush cleans the nap, brightens the colors and removes all surface litter, threads, lint, etc.

MODEL C

The Nozzle Brush swings out of the nozzle in a handy position for cleaning—without removing any screws, bolts etc. This is but ONE of the EXCLUSIVE FEATURES of this cleaner which sell it easily in competition.



Model C

**MONEY IN IT
FOR YOU**

It is a quick seller—as its exclusive features appeal to the housewife. It does all—and gives the service expected of a cleaner. *Each one you sell will sell others.*

The NEW LIBERTY is the most improved type of Vacuum Cleaner. With the two models "B" and "C" you can supply the demand for both straight and revolving nozzle brushes—which means easy selling.

Write for circulars and liberal dealer proposition.

INNOVATION ELECTRIC CO., Inc., 585 Hudson Street, New York

Awarded GOLD and SILVER medal at Panama-Pacific International Exposition.

50,000 of our Cleaners in service.

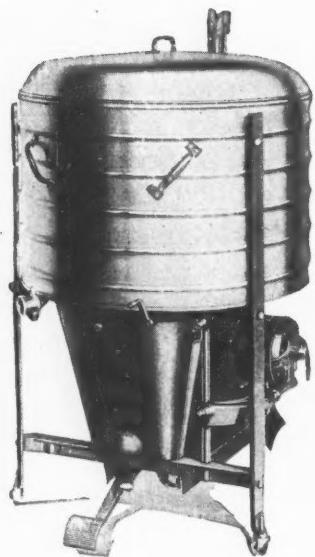
On-Account-of-Its-Ability

To dry clothing ready to iron in fifteen minutes, thereby eliminating the necessity of hanging them out in this freezing weather, or cluttering up the basement.

NOW-IS-THE-TIME

To push the sale of the

*WASHES & DRIES
LAUNDRY-ETTE
 LAUNDRY MACHINE



The only Home Laundry Machine on the market which does not use a wringer.

RESULT

No broken buttons,—Injured fingers, etc.
 Write us for attractive dealers' proposition.

THE HOME SPECIALTY CO.
 1051 Power Ave. Cleveland, Ohio

High Grade Metal SHADES

Aluminum
 Copper
 Brass
 Tin



Street Lighting Fixtures

Shipments
 Prompt
 Prices
 Low

The Standard Everywhere

We have manufactured and shipped during the last four months over 600,000 shades and holders. Our equipment has been doubled to take care of increasing orders. We can now manufacture and ship

12,000 PER DAY

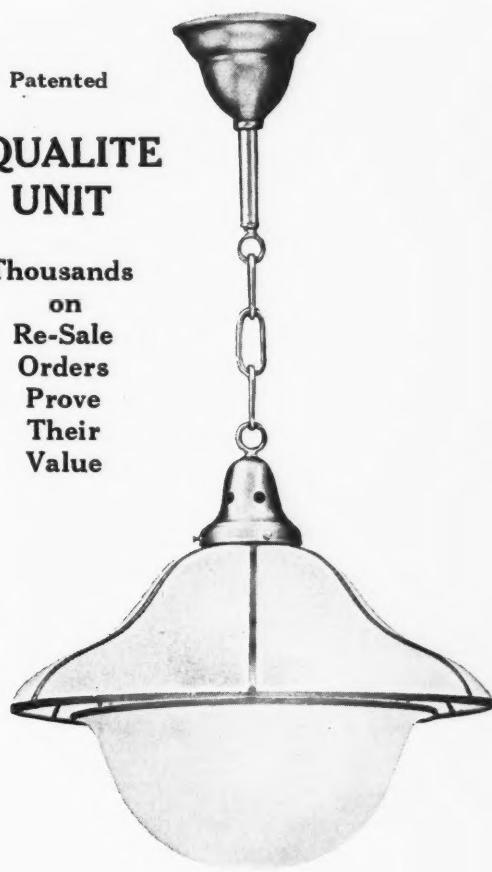
*Send your orders
 large or small—
 we promise complete satisfaction.*

National Metal Stamping & Mfg. Co.
 Mulberry and Murray Streets **NEWARK, N. J.**

Patented

EQUALITE UNIT

**Thousands
on
Re-Sale
Orders
Prove
Their
Value**



No. 4886, Length 30 in.
U. S. Patent 1,156,454
U. S. Design Patent 49,593

Made in four sizes—10, 12, 16 and 20 in. diameter, for lamps from 100 to 500 watts. Adapted to large or small interiors.

A Quick-and-Ready Seller because it is neat, complete and scientifically up-to-date.

No glare from filament. Lower bowl etched, and a perfect diffuser.

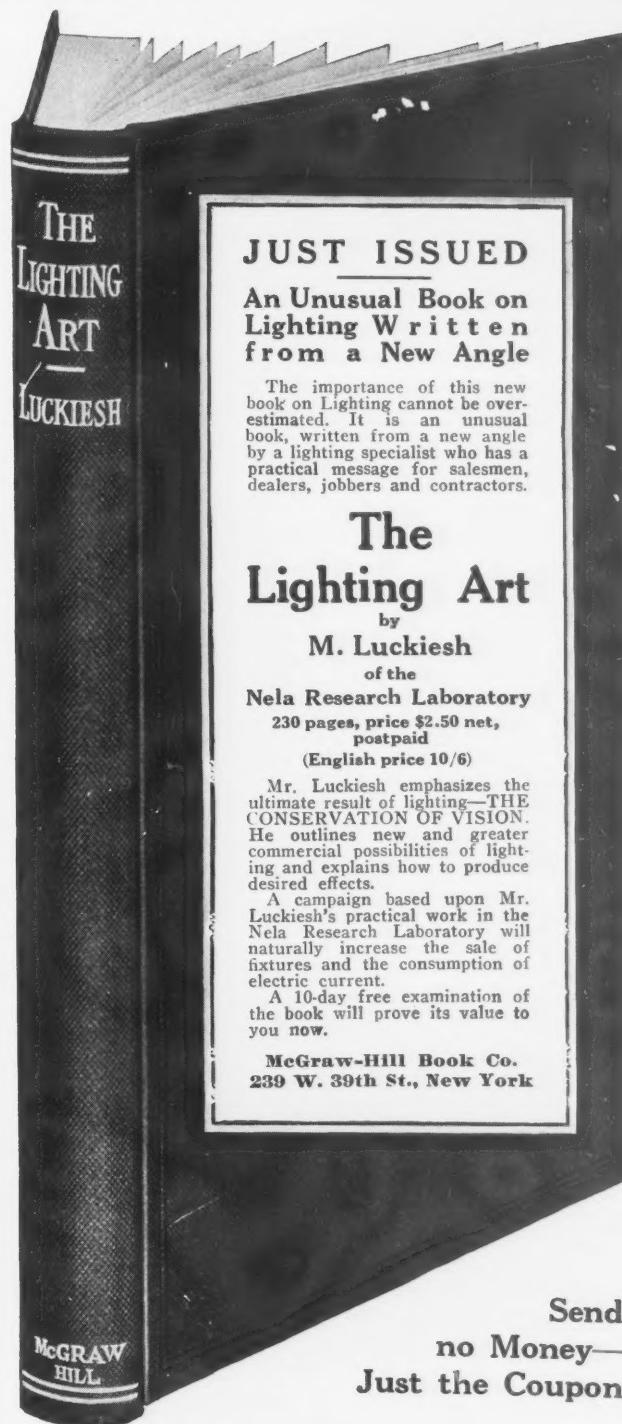
Upper section highly reflective—and a dust protector for the lamp and bowl beneath.

Send for the Bayley Booklet

Bayley & Sons, Inc.

Factory:
107-109 Vanderveer St.
Brooklyn, N. Y.

Sales Department:
101 Park Avenue
New York City



**Send
no Money—
Just the Coupon**

FREE EXAMINATION COUPON

McGraw-Hill Book Co., Inc.,
239 West 39th Street, New York, N. Y.

You may send me on 10 days' approval:

Luckiesh—The Lighting Art. Price, \$2.50 net, postpaid.

I agree to pay for the book or return it postpaid within 10 days of receipt.

If a regular subscriber to Electrical Merchandising, check here

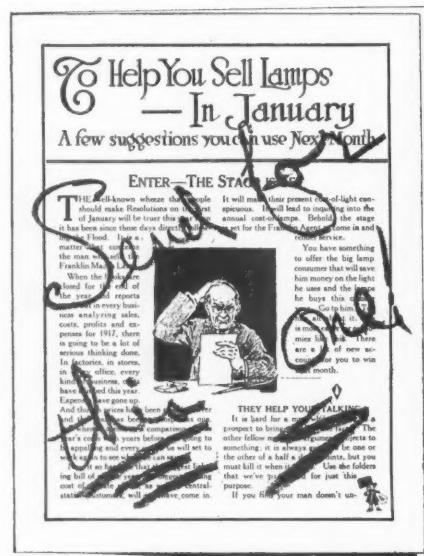
(Signed)

(Address)

Reference EM-Dec.-'17

(Not required of subscribers to Electrical Merchandising. Books sent on approval to retail customers in the U. S. and Canada only.)

If You Want To Sell More Lamps



Become a Franklin Agent and let us help you open up your local opportunity by a cooperation that keeps going month by month—a lamp that satisfies the customer, backed by a personal service that will keep you free from lamp troubles.

SELL FRANKLIN MAZDA LAMPS

Every month we help in a simple, practical way that will appeal to you. We make definite suggestions to the Agent that point out the things to do to win the biggest profits *right then*. We provide the advertising ideas and material and show you where and when and how.

Send for next month's "Suggestions." See what we mean and what it offers you. Write today.

The Franklin Electric Mfg. Co.
Hartford, Conn.

Remember—
The Name of Franklin
Helps You Sell.....



The Amelite

The outstanding value of the season for store lighting.

The 11" AMELITE with 200 Watt Lamp.

Safe
Attractive
Inexpensive
Intelligently Designed
Easy to Install

For the convenience of our trade, we offer this unit complete with fixture, ready for installation.

Write for Folder C

**Consolidated
Lamp & Glass Company**
CORAOPOLIS, PA.

NEW YORK, N. Y.
66 West Broadway.
PHILADELPHIA, PA.
634 Arch Street.
BOSTON, MASS.
164 Federal St.
BUFFALO, N. Y.
525 Main Street.
HAMILTON, ONT.
62 King St., East.

CHICAGO, ILL.
17 No. Wabash Ave.
CINCINNATI, OHIO
141 East 4th St.
PITTSBURGH, PA.
702 Second Nat. Bk. Bldg.
PORTLAND, ORE.
233 Sherlock Building.
LOS ANGELES, CAL.
347 Pacific Elec. Bldg.



Appreciation

We wish to extend Holiday Greetings and express our thanks to the many who have been responsible for making this the most successful year in our history.

We feel that the name "Royal" on an electric cleaner or vibrator has immeasurably increased in prestige—through the combined efforts of the hundreds of Royal dealers throughout America.

Our best wishes go to everyone in the electrical industry for a most prosperous year in 1918.

THE P. A. GEIER COMPANY, CLEVELAND

Manufacturers of

The ROYAL Electric Suction Cleaner
The ROYAL Electric Vibrator

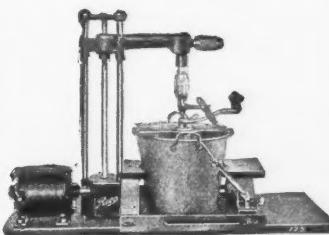
The ROYAL Electric Hair Dryer
The ROYAL Electric Washer

Milady's Friend

The *Reco* UNIT

Does all the hard work such as beating, stirring and turning.

Takes the standard utensils found in every home such as the family sized cake mixer, egg whip, churn and a score of other devices.



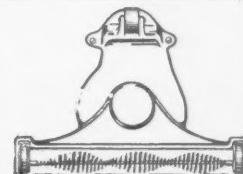
A necessity in every up-to-date household and an ideal holiday gift.

REYNOLDS
ELECTRIC COMPANY

422-430 S. Talman Ave.

CHICAGO

This Revolving Spiral Brush gets that deeply imbedded dust



It dredges it right out of rugs and carpeting and whirls it away into the powerful Simplex suction.

— catches threads and lint, too

Like human fingers the spiral brush catches sure hold of every particle of lint—every inch of thread. That's why

The SIMPLEX ELECTRIC CLEANER

is easy to sell by demonstration—that's why it gives such solid satisfaction in use—that's why one SIMPLEX so often sells others. It's efficient, durable and not high priced, yet pays a good dealer's profit. Get Posted NOW.

The
Ramey Mfg. Co.
Columbus, Ohio

Redtop

REG. U.S. PAT. OFF.

**—the stove of a hundred uses
Over 30,000 in use**

A big seller because it gives the user advantages that are unusual in a single unit.

**BOILS
BROILS
TOASTS
FRIES
COOKS**



No. 102—\$4.00

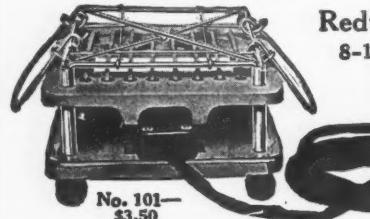
Fully Guaranteed

Liberal discounts to the dealers, jobbers and central stations.

Gives the service of the highest price electric stove.

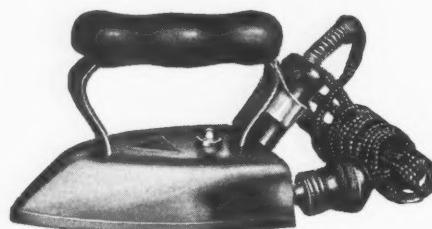
You cannot emphasize this too strongly. The material used and workmanship are of top-notch grade.

Write for our proposition to jobbers and dealers.



No. 101—
\$3.50

Redtop Electric Co.
8-10 West 19th St.
Near 5th Ave.
New York City



The New Year has greater possibilities than the one just drawing to a close and the **American Beauty** line of **Electric Heating Devices**, headed by the **American Beauty Electric Iron**, the best iron made, will enable you to cash in on these possibilities and at the same time have the satisfaction of building up a trade on quality goods.

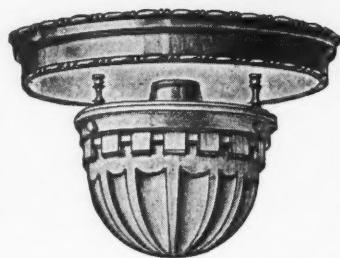
**American Electrical Heater
Company**

Oldest and Largest Exclusive Makers in the World

Detroit, U. S. A.

BRASCOLITE

DIFFUSION PLUS REFLECTION



**The
Very Best
LIGHTING
FIXTURE**

Records show that continuing with this month the demand for lighting equipment is on the increase. Get your share of the business by increasing your effort. We are helping by our national advertising.

Write us for catalog and complete descriptive matter.

Luminous Unit Co.
St. Louis, Mo.

BOSTON
232 Old South Bldg.
PHILADELPHIA
1007 Land Title Bldg.

SAN FRANCISCO
639 Market St.

NEW YORK
30 Church St.
CHICAGO
19 South 5th Ave.

The World's Best

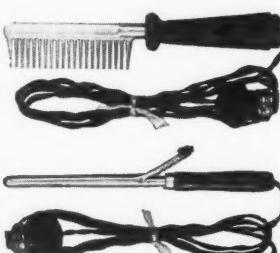
In five years' time Hold-Heet Pads have won this title. Double series thermostats make these Pads the safest in the world.

Full size 12x15" 3 heat Pad with washable slip retails for \$6.50; Junior 1 heat 7x10" retails for \$3.50. Your profit is large.

Hold-Heet Radiators are another winner. They have won out in competition with all other makes for use in heating entire towns in the West. Retail prices are as follows:

660 watt \$6, 1000 watt \$7, 1500 watt \$8
2000 watt \$10,
3000 watt \$15.

Write for descriptions and price list on our complete line.



**Russell
Electric Co.**
Manufacturers
140 W. Austin Ave.
Chicago, Ill.

SAFETY SERVICE



Open

Strong Spring throws handle from starting into running position.

The "Circle T" Trumbull Motor Starting Switch

is mounted in Safety Box

Externally Operated

- ▀ Switch can be locked in open position.
- ▀ Box cannot be opened when switch is in contact.
- ▀ Knockouts in each end.
- ▀ To Start: Handle is held on neutral end until motor starts. Release automatically throws switch into contact.
- ▀ Quick Break prevents any danger of arc.
- ▀ Capacities 30 to 60 amp., 250 to 500 volts A. C.

See page 72 B Catalogue 11.

The Trumbull Electric Mfg. Co.
Plainville, Conn.
New York Chicago San Francisco Boston Philadelphia

Torrington
ELECTRIC VAC



SEVENTEEN years manufacturing carpet sweepers and five years manufacturing hand power vacuum cleaners have taught us what features are necessary in an electric vacuum cleaner.

The Torrington Electric Vac has a revolving brush—always operating in the opposite direction to which the cleaner is moving—and suction 25% greater than U. S. Government requirements. The dust bag has over 550 sq. inches of filtering surface and is made to screen all the dust, yet permit free passage of air.

NATIONAL SWEEPER CO.
59 Norwood St., Torrington, Conn.

"UNION" ELECTRICAL PROTECTING MATERIAL



THE SILENT SENTINEL

The "Union" fuse will guard your costly apparatus—ready at any time to protect property and human life by preventing the passage of an excess of current through the circuit.

"Union" fuses are approved under the Underwriters Label Service, and are endorsed by thousands of satisfied users.

Write today for catalog No. 28

CHICAGO FUSE MFG. CO.
CHICAGO NEW YORK



Flashlight Batteries

While these Batteries have been on the market but a short time, the repeat orders received have proven their popularity.

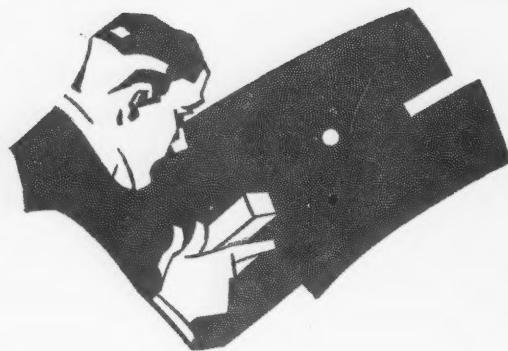
Diamond Batteries and Flashlights

Sell quickly and easily, and there's a good profit in them for you.

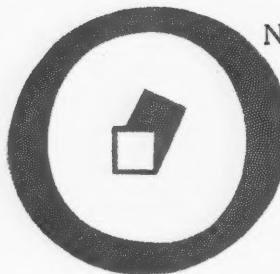
Write for Discounts

IMPORT SALES COMPANY

Makers of **DIAMOND** Flashlights
324 E. 32nd St. New York
Chicago Office : : 180 No. Dearborn St.



Square Pegs in Round Holes



ONE of the big problems of men in business is fitting square pegs into round holes. It's a problem that has plagued bookkeepers and accountants, and blacksmiths. As a general rule, it is not worth the effort. It is easier to fit the job than it is to fit the man. The right man can be located through "Searchlight."

Searchlight of Electrical

Not only that, but the men who are seeking a position can be placed—by a Searchlight—where their talents and energy can be efficiently employed. Thus, at an expense of possibly a dollar and a half in the classified advertising pages of this journal, you can both strengthen your own organization and help the man who "doesn't fit" to find a better, more congenial job.

The readers of "Searchlight" are the keenest, ablest men in the electrical trade—men who have learned to look upon these pages as the opportunity section of a great paper. Men in search of assistants or better places—men who want to buy or sell—men who need capital or have it to invest—thousands of these are regular readers of the

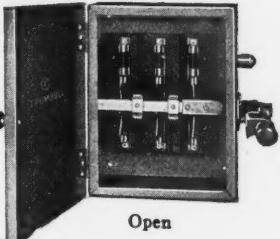
Searchlight Section



Salesman Wanted

High class man with good following in the electrical trade, to promote and market a complete line of nitrogen lamps through the South and Middle West States. One with enough confidence in his ability to work on exclusive com-

SAFETY SERVICE



T

Open

Strong Spring throws handle from starting into running position.

The "Circle T" Trumbull Motor Starting Switch

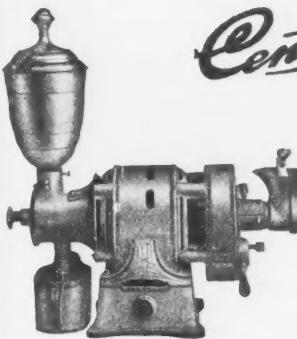
is mounted in Safety Box
Externally Operated

Switch can be locked in open position.
Box cannot be opened when switch is in contact.
Knockouts in each end.
To Start: Handle is held on neutral end until motor starts. Release automatically throws switch into contact.
Quick Break prevents any danger of arc.
Capacities 30 to 60 amp., 250 to 500 volts A. C.

See page 72 B Catalogue 11.

The Trumbull Electric Mfg. Co.
Plainville, Conn.
New York Chicago San Francisco Boston Philadelphia

Always on Duty—



Century

Repulsion Start
Induction

SINGLE PHASE MOTORS

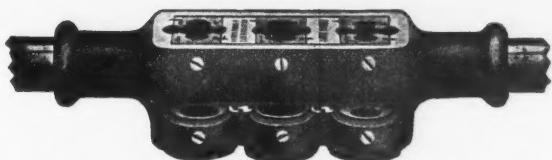
½ h.p. motor direct connected to a coffee mill and meat chopper.

are ready to work on closing the switch. Their ability to successfully withstand the frequent starting required by coffee mills, house pumps, air compressors, and heat regulators is among the reasons for their wide adoption for this class of service.

They keep a-running.

CENTURY ELECTRIC COMPANY
19th, Pine to Olive Sts. St. Louis, U. S. A.
Sales Offices in Principal Cities 268

For Conduit Threading



The TRIO Die Stock

Save your time and patience by having all your dies in one stock. No loose dies or parts to hunt up and assemble.

The TRIO contains three cutting sizes of Little Giant pipe dies all adjusted ready to use.

GTD

Greenfield Tap and Die Corporation

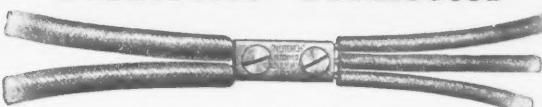
Greenfield, Mass.
New York Chicago
Galt, Ont., Canada

Send for No. 37 Catalog of Screw Cutting Tools



NOTORCH

Solderless Connector



Ready for taping

For Fixtures
Condulet Fittings
Junction Boxes
Cleat Wiring

Saves time and labor incidental to soldered joints.

To use the "Notorch" just scrape insulation, insert ends and tighten up the set screws. A few winds of tape and the job is done.

Approved by the National Board.

List 5c. each.
Ask for Bulletin

Columbia Metal Box Co.
144th St. & Canal Place, New York City

DAUM Refillable FUSE

The life of a Daum Refillable Fuse is indefinite. Use them over and over again by refilling with a piece of new fuse element broken from a DAUM FUSE STRIP.



The Daum Refillable Fuse was the first successful Refillable Fuse Cartridge on the market. Large users the world over have adopted them as a standard.

Send for free sample and our new colored bulletin.

A. F. DAUM SOLE MFR. **Pittsburgh, Pa.**

AKRON Push Buttons

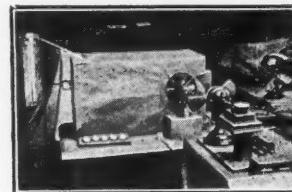


**Hard Wood Finish
Porcelain Buttons
Bronze Springs**

We are now making these in quantity. Sample package of fifty push buttons sent to any address in the United States postpaid for \$3.50. Quantity prices on application.

**The Wadsworth Novelty Mfg. Co.
Wadsworth, Ohio**

Mr. Dealer In arguments with customers you need Proof!



When disputes with customers arise over performance or fitness of electrical apparatus, *don't argue*—get the PROOF. Let us *test* the article. Our impartial and authoritative report settles the matter—satisfies all—at small cost.

LET US UMPIRE YOUR DISPUTES
ELECTRICAL TESTING LABORATORIES
80th Street and East End Avenue, New York City

Heinemann Electric Co. Philadelphia, Pa.

Manufacturers

PLUG CUTOUTS
COMBINATION SWITCHES
PANEL CUTOUTS
CUTOUTS for N.E.C. FUSES

For Better Bookkeeping

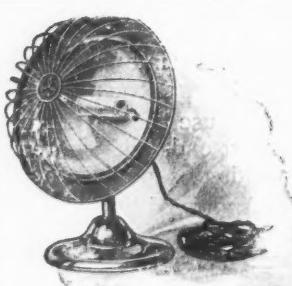


"Ask Your Stationer"

The **MAJESTIC** Electric Heater

The Ideal Electric Heater. Workmanship, materials and finish of the highest quality.

Its patented construction makes it the most efficient of Electric Heaters.



No. 7
Approved by the National Board of
Fire Underwriters

**THE MAJESTIC ELECTRIC DEVELOPMENT CO.
PHILADELPHIA, PA.**

Quiet Those Commutators!

Stop that infernal racket of chattering brushes. Stop that groove-cutting. Stop that high mica. Stop that incessant sparking that is burning both brushes and copper. Throw away that "dope," the fault's in the brushes. What you need is a set of NO-SPARK BRUSHES. They'll end your brush and commutator troubles—and end 'em for keeps. Let us prove it.

Calebaugh Self - Lubricating Carbon Co.
1503 Columbia Ave.
Philadelphia, Pa.

**No-Spark
Carbon Brushes**

SEARCHLIGHT SECTION

Get your Wants into the Searchlight

ADVERTISING RATES

Under "Positions Wanted," including Salesmen looking for new connections, Evening Work Wanted, etc., undisplayed advertisements cost **three cents a word**, minimum charge 50 cents an insertion, payable in advance; less 10% if one payment is made in advance for 4 continuous insertions.

Under "Positions Vacant," including Agents and Agencies Wanted, Representatives Wanted, Salesmen Wanted, Partners Wanted, Business Opportunities, Employment Agencies, and Miscellaneous For Sale, For Rent and Want

In replying to advertisements, do NOT enclose original testimonials, or anything that you may want returned. State your qualifications in as concise and neat a manner as you can and enclose COPIES of testimonials. In machinery ads, use a local name or address if possible so that readers can wire direct and get quick replies.

FOR SALE

FOR SALE

FANS— PUMPS— MOTORS— CONTROL BOARDS—

The following apparatus in good condition:

- 3—Sturtevant fans. Capacity 250,000 cu. ft. per minute each.
- 2—Sirocco fans. Capacity 120,000 cu. ft. per minute each.
- 2—20-in. Sirocco fans.
- 3—15 H.P. single stage centrifugal pumps.
- 2—Sprague electric motors D.C. Type C. Amp. 271 V. 240 R.P.M. 190-240 H.P. 77 Wound C.W. Interpole.
- 3—Sprague electric motors D.C. Type C. amp. 183 V. 240 R.P.M. 200-250 H.P. 50 Interpole Shunt.
- 3—Sprague electric motors D.C. Type C. amp. 46 v. 240 R.P.M. 1120 H.P. 13 Interpole shunt.

Control Boards:

- Black slate 6' x 2' 3" x 1½" Mounted with G.E. Type C. R. 77 H.P. Contractor control with push buttons start and field control.
- Black slate 7' x 2' 3" x 1½" Mounted with 50 H.P. starter and 13 H.P. starter on each.
- One—G. E. Watt hour meter type C.S. 800 amp. 240 v.
- One—G. E. Watt hour meter type C.S. 600 Amp. 231-240 v.

McGraw-Hill Publishing Co.
10th Ave. at 36th St. New York City

ads; also Auction Notices, Receivers' Sales, Machinery and Plants For Sale or Wanted, undisplayed advertisements set solid in one paragraph, cost **five cents a word**, minimum charge \$1.50 an insertion.

Machinery advertisements (undisplayed) set with a paragraph for each item, or tabulated, 30 cents a line, minimum 5 lines.

If replies are in care of any of our offices, allow five words for the address.

All advertisements for bids (Proposals) cost \$2.40 an inch.

ADVERTISEMENTS IN DISPLAY TYPE

cost as follows for single insertions:

1/8 p. (1 1/2 x 3 3/8 ins.)	\$6.25	1 in. (1 x 2 1/8 ins.)	\$4.00
1/8 p. (2 1/2 x 3 3/8 ins.)	12.50	4 inches (4 x 2 1/8 ins.)	15.20
1/4 p. (5 x 3 3/8 or 23 1/2 x 7 ins.)	25.00	8 inches (8 x 2 1/8 ins.)	29.20
1/2 p. (10 1/2 x 3 3/8 or 5 x 7 ins.)	50.00	15 inches	52.50
1 page (10 1/2 x 7 ins.)		30 inches	\$100.00

For space to be used within one year, to be divided to suit requirements of advertiser, provided some space is used at least once a month following first insertion:

3 pages.....	\$88 a page	18 pages.....	\$68 a page
6 pages.....	80 a page	26 pages.....	64 a page
12 pages.....	72 a page	52 pages.....	60 a page

FOR SALE

Ranges for Sale

Several used electric ranges. Southern Illinois Gas Company, Marion, Illinois.

MISCELLANEOUS WANTS

Electricians

Sell Esler Moment Switches. Every user of electricity is a good prospect. You turn the light on, the Moment Switch turns it out at a predetermined time. For garage, basement and porch lights and a hundred other places. It is worth your while to send for bulletin. Samuel M. Esler, 59 E. Adams St., Chicago, Ill.

BUSINESS OPPORTUNITIES

Business for Sale

Electric contracting and dealer business in live Michigan town of 80,000 doing first-class business, with location no better in the city, right on the main business street, just the thing for a stock company to be organized. \$120, Elec. Merchandising, Chicago.

An Exceptional Opportunity

In order to close an estate, a manufacturing business long established in New York City, is for sale.

Average profit for last 10 years has been above \$30,000 a year.

Will require approximately \$150,000, half of which is for the real estate.

This is worth a prompt investigation.

BO-126 Electrical Merchandising, Hill Bldg., N. Y.

FOR SALE

200 KW. Allis-Chalmers
240 Volt, D.C.

Generator

direct connected to 18½ by 24 Allis-Chalmers tandem gas engine.

MASSACHUSETTS CHOCOLATE CO.
197 Norfolk Avenue, Boston, Mass.

BUSINESS OPPORTUNITIES

Controlling Stock for Sale

Controlling stock in electrical contracting and supply business in a growing city of 9000, only 2 shops, takes \$4,000 to \$5,000 for deal; will consider real estate. Reason drafted. Address Box 847, Miles City, Mont.

POSITIONS WANTED

Manufacturer's Agent

With facilities for marketing electrical lines in the East desires permanent connection on commission or straight purchase basis with factories on exclusive territorial basis. S95, Elec. Merchandising, Real Estate Trust Bldg., Philadelphia.

Jobbing Salesman Desires Position

With years of experience in outside construction, electrical contracting and office work. Desires to quit road for position as assistant sales manager or specialty work. PW114, Elec. Merchandising, Real Estate Trust Bldg., Philadelphia.

POSITIONS VACANT

Salesmen Wanted

In the entire territory east of the Mississippi River to sell the "MAJESTIC" Electric Heater, which has already proven phenomenally successful, on a commission basis. Address Majestic Electric Development Company, 1705 Allegheny Ave., Philadelphia, Pa.

Salesman Wanted

Salesman for electric wiring supplies to handle sales and small number of men doing missionary work. Headquarters, Chicago, S127, Elec. Merchandising, Old Colony Bldg., Chicago.

Bookkeeper and Officeman Wanted

One who understands the bookkeeping and office work in connection with electrical contracting. Good opportunity to right man. State age, married or single, nationality, experience and salary. Position for immediate acceptance. PW128, Elec. Merchandising, Old Colony Bldg., Chicago.

FOR SALE

Motor Generator Set

550 K.W., 550 V., D.C. Generator direct connected to a 2200 V., 2 phase, 60 cycle, synchronous motor complete with starting apparatus and switchboard.

K-W ELECTRIC COMPANY
47-49 Lawrence St., Newark, N. J.

"Get it from your nearest Jobber"

PENNSYLVANIA



Electrical Supplies

Made by the
best manufacturers

Frank H. Stewart Electric Co.
37 and 39 N. Seventh Street
Philadelphia

PENNSYLVANIA



Electrical Supplies Central Station Electrical Equipment and Specialties

The Philadelphia Electric
Company Supply Dept.
132 South Eleventh Street
Philadelphia

PENNSYLVANIA

A Live Wire House
That Can Serve You to Advantage



SCHIMMEL
Electric Supply Company
318 Market Street
Philadelphia

MICHIGAN

**A. T. Knowlson
Company**
Wholesale Electrical Supplies
99-101-103 Congress Street East
Detroit

Dependable Goods
Fair Prices
Prompt and Efficient Service

NEW JERSEY



NEW JERSEY

Get this NET PRICE Catalog It will save you money



Send us your name to
receive our monthly
NET PRICE catalog

A postal today will
bring No. 3

NEW JERSEY



Serving New Jersey
N. J. Jobbers of G. E.
Supplies and Equipment

Tri-City Electric Co., Inc.
Main Office, 18-20 Mechanic St., Newark N. J.

NEW JERSEY

**Eastern Electrical
Supply Co.**
798 Broad St., Newark, N. J.
Jobbers of Electrical Supplies

Sole distributors for
EMSCO Loom Outlet Boxes

\$6.50 per Hundred
\$60.00 per Thousand

ILLINOIS

ILLINOIS
Electric Company



Electrical
Supplies
Sales Agent
AMERICAN
Wires and Cables

308-310 West Madison St., Chicago
Branch, Los Angeles, Cal.

DISTRICT OF COLUMBIA

National Electrical Supply Company

Jobbers and Manufacturers

ELECTRICAL AND AUTOMOBILE SUPPLIES

1328-1330 NEW YORK AVENUE
WASHINGTON, D. C.

NEW YORK

E. B. Latham & Co.
Electrical Supplies
and
Appliances

Broadway & Murray Streets
New York
Phone 5220 Barclay

NEW YORK

We Believe in
and are Pushing
**The
Goodwin Plan**

Sibley Pitman Electric Corp'n.
19 W. 36th Street New York City

"Get it from your nearest Jobber"

MARYLAND

Southern Electric Co.
Baltimore, Md.

Distributors of

G-E Quality
Electrical
Merchandise

Agents for Phillips Ins. Wire Co.
Complete Stock Prompt Shipment
Uniformly Low Prices

TENNESSEE

Electric Supply Co.
Memphis, Tenn.

Representing

General Electric Co.
Phillips Insulated Wire Co.
Hotpoint Electric Heating Co.
Edison Mazda Lamps
and other standard lines
Wholesale Only

NORTH CAROLINA

Where to get it quick
is the ELECTRICAL Dealers'
Big PROBLEM

Philips "Parac" & "OK" Wires
Arrow E Wiring & Schedule Goods
Trumbull Knife Switches
Conduit—Condulets—Unilets

Quality Goods Prompt Service

Piedmont
ELECTRIC CO.
ASHEVILLE, N. C.

This Page Gives

you Jobbers a chance
to get your message to
your own customers
thru the journal they
read every month.

DEALERS

These Jobbers
are anxious to serve
you

The fact that they are
bidding for your inquiries
indicates their ability
to serve you.

Individuality!

In a word, that's the
story of the electrical jobber
who buys a space on
these jobbers' pages. His
name is read thousands and
thousands of times every
month.

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Appliances and Supplies for the Electrical Trade with Names of
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Books, Electrical and Technical. McGraw-Hill Book Co.	Fuses. Chicago Fuse Mfg. Co. Condit Electric Mfg. Co.	Lighting Units. Beardslee Chandelier Mfg. Co. Frink, I. P.	General Electric Co.
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Fan Motors. Adams-Bagnall Electric Co.	Insulating Materials. General Electric Co.	Panel-boards. Adams-Bagnall Electric Co.	Switches, Oil.
Fans, Exhaust and Ventilating. Adams-Bagnall Electric Co. Robbins & Myers Co., The	Spaulding & Sons, J. Westinghouse El. & Mfg. Co.	General Electric Co.	Condit Elec. Mfg. Co.
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Heating Units. Westinghouse El. & Mfg. Co.	Lamp Locks.	General Electric Co.	General Electric Co.
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Heating Units. Westinghouse El. & Mfg. Co.	General Electric Co.	Rheostats.	National Sweeper Co.
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Heating Units. Westinghouse El. & Mfg. Co.		Signs, Electric.	General Electric Co.
Heating Units. Westinghouse El. & Mfg. Co.		Frink, I. P.	Habirshaw Electric Cable Co.
Heating Units. Westinghouse El. & Mfg. Co.			Western Electric Co.
Heating Units. Westinghouse El. & Mfg. Co.			Wiring Devices.
Heating Units. Westinghouse El. & Mfg. Co.			General Electric Co.
Heating Units. Westinghouse El. & Mfg. Co.			Pass & Seymour, Inc.

Save This Issue Because—It is the intention of the publishers of *Electrical Merchandising* shortly to present a new form of index of unusual value to readers. To get full benefit from it, it will be necessary for you to save each issue.



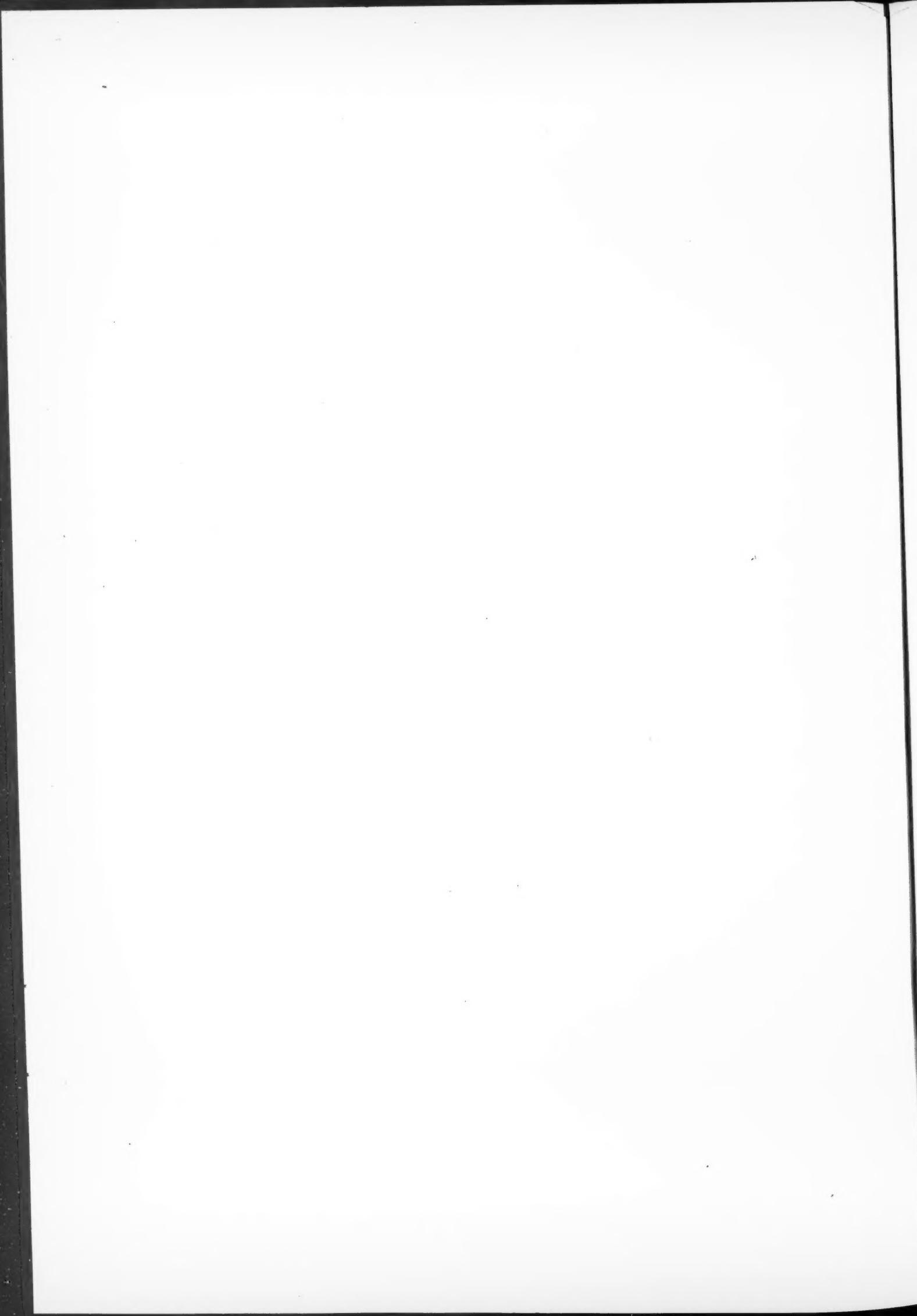


Manufacturer: Before you fix that price—

Dealer: Before you add that extra profit—

Workman: Before you strike—Ask yourself—

"Is this MY boy?"





"Lighten the Labor of the Home"

—becomes a National Slogan

1918 will be a Labor-Saving year

Factories and farms must have "labor-replacing" machinery. Homes, offices and stores must get work done with the least labor possible.

Electricity is the Nation's Servant. H. L. Doherty, speaking to the Jovians, sums it up when he says, "Wherever you see human labor—there you see a chance to apply electricity."

The world is being motorized. In America the factory, home and office are being electric-motorized. Electric light and electric heat—in addition—both contribute directly or indirectly to labor saving.

ELECTRICAL MERCHANDISING last October

started its campaign "Lighten the Labor of the Home." Since that time manufacturers, jobbers, central stations and contractor-dealers have made the phrase a *national slogan*.

As described in our editorial pages dealer after dealer has made this the keynote of his local selling. Last month, for example, photographs were presented showing how the great annual household electric show in Chicago blazoned the slogan, "Lighten the Labor of the Home," in huge signs across its exhibits. At the New York Electrical Show, hundreds of special cut-out post-cards, showing the many electrical devices that lighten the labor of the home, were distributed to the public, with the slogan shown.

This great Labor-Saving Campaign has just started

Information by telegrams from twenty-five leading manufacturers shows interesting figures on total sales for the year as follows:

Vacuum Cleaners' Sales	\$4,000,000
Washing Machines	\$10,000,000
Heating Appliances	\$ 7,000,000

The above figures are *estimated totals*, and averaged from the several telegrams.

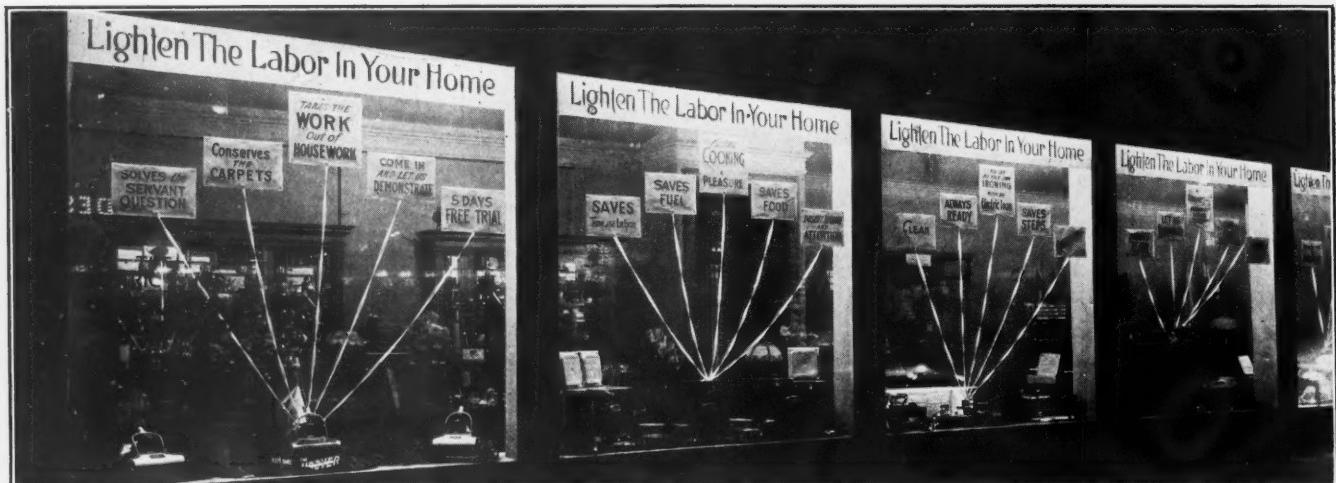
The above totals show an increase of 20 per cent over last year.

More homes will use electrical appliances this next year than ever before.

1. *Wages are higher.* Certain classes of labor saving electrical devices are in big demand, including washing machines, vacuum cleaners, low and medium-priced fixtures and table electrical devices. In certain trades extraordinary wages are being paid. Steel mill rollers, for example, are getting \$800 to \$1,000 a month.

[OVER]





2. Servants are scarce. Women are going into factories. Immigration has practically ceased. There will be more no-servant homes and many one-servant instead of two-servant homes. Labor replacing appliances in these homes are a necessity.

3. The Trade is Alive. Never was the electrical trade so awake to its opportunities to sell merchandise. A great movement for better merchandising as promoted by ELECTRICAL MERCHANDISING and led by W. L. Goodwin, has set new standards for merchandising.

Electrical Merchandising *part and parcel of this great movement*

ELECTRICAL MERCHANDISING is the most talked-of journal in the industry to-day. Jobbers, central stations, new-business men, contractor-dealers, salesmen, who are teaching the industry, are reading its pages.

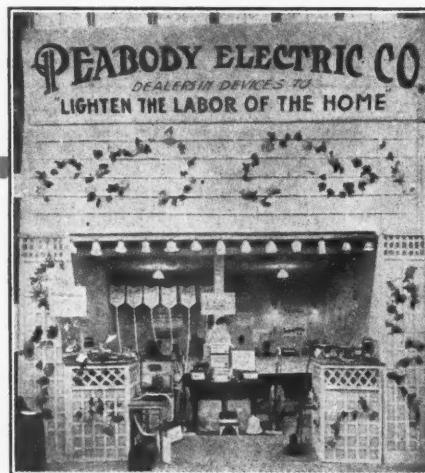
ELECTRICAL MERCHANDISING is discussing vital merchandising issues in a great industry. In eighteen months it has gained circulation by leaps and bounds. ELECTRICAL MERCHANDISING has to-day a circulation of 14,000, of which 9,966 are paid, the largest paid circulation in the electrical contracting and resale field. ELECTRICAL MERCHANDISING is being read by appliance manufacturers and their salesmen, jobbers and their salesmen, contractors and contractor-dealers, central station resale departments, fixture manufacturers and dealers and electrical buyers and merchandise managers in department stores and other general retailers handling electrical goods.

"Lighten the Labor of the Home" Use These Reliable Electric Appliances

IRONS—An every day comfort in *every* home. Saves steps, time, labor.
WASHING MACHINES—No wash day worry. No rubbing or wringing. No hard work.
VACUUM CLEANERS—Twice the work—half the effort. Takes work out of housework.
RANGE—Always ready. Saves food, labor, time, money.
SEWING MACHINES—No more treadle pushing. Easily controlled and handy.
TOASTERS—Delicious toast, crisp, brown and hot, made on your table.
HEATERS—Takes chill out of small room. Inexpensive, safe, portable.
PERCOLATORS—Makes perfect, healthful coffee. No grounds.
Its uncomplaining readiness to serve makes the "Appliance Electric" ideal.
Cooking, Cleaning, Washing, Sewing and Heating by Electricity
Simplifies the Home Problem

Every manufacturer of electrical appliance for home, office or factory, every manufacturer of lighting specialties and supplies, every manufacturer of wire and wiring specialties and supplies who distributes through this trade, should capitalize *now* on this great movement.

ELECTRICAL MERCHANDISING represents the *new merchandising* community in the industry.



The value of any advertising medium is represented by the value given it by its readers.

*Make this test—
then send in your
advertising contract.*

**Electrical
Merchandising**
Member Audit Bureau of Circulations
10th Avenue at 36th Street
New York

The Men who know

In every locality wherever factories operate, there are competent electrical contractors, firms who carefully engineer and most economically install electrical equipment. These men have grown up with the electrical industry. They are able to insure the utmost service from your current. They can save you money in the cost of equipment and installation and earn actual dividends for you by planning for more economical production.

Some manufacturers make the mistake of trying to do their own electrical work, taking mechanics off their jobs and putting them on electrical work as a make-shift arrangement. Other manufacturers have organized electrical departments, constantly employing one or more men to look after electrical equipment.

It has been proven that electrical contractor firms can do such work much better, and more economically for the manufacturer, making it unnecessary to support such a department.

Excerpt from Current Advertising

The whole electrical industry—manufacturers of electrical equipment—and their agents, central stations, electrical engineers and contractors—all are benefited by educating the public to employ experts for every electrical installation.

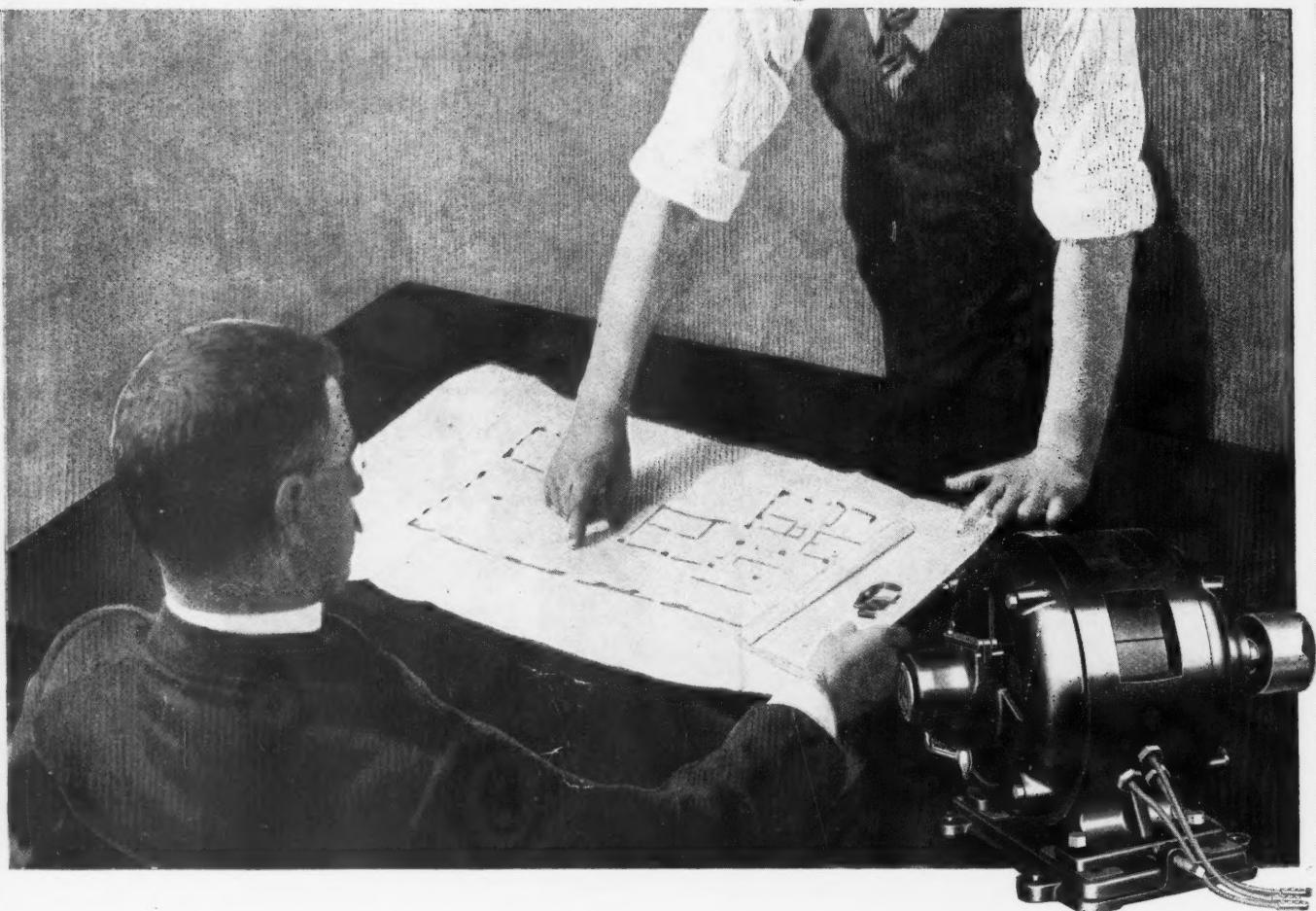
That is why this company is advertising the services of architects, electrical engineers, and contractors in particular.

Ecco wire can only give the complete service for which it is intended when installed under the supervision of specialists.

THE ELECTRIC CABLE CO., 10 East 43rd Street, New York
Makers of ECCO Wire wherever rubber covered wire is used

ECCO Dependable Insulated WIRE

—the kind good contractors use



"We'll Plan on Using Robbins & Myers Motors Throughout This Installation"

The plant engineer who keeps careful records of the service given by the motors he installs is always a booster for R. & M. Motors. To him their year-in and year-out dependability means steady production and low maintenance cost. He knows he can recommend them with full assurance that they will confirm his good judgment, when in service.

While the engineer may not sign the order, his recommendation is a very important factor in the decision of the man who does. His co-operation makes it easy for the motor dealer to make the sale.

Robbins & Myers advertising is another

important aid for the dealer who sells R. & M. Motors. The R. & M. Motor is the one motor which has for years been advertised consistently to the general public through leading national magazines. It is the one motor everyone knows—the man who has not yet bought a motor as well as the experienced motor man.

Everyone knows something of R. & M. Quality and the R. & M. Guarantee, which insures every user satisfactory service—a guarantee which protects both the user and the dealer.

Bulletins, price lists and dealer discounts furnished on request.

The Robbins & Myers Co., Springfield, Ohio

New York Boston Philadelphia Buffalo Cleveland Cincinnati Chicago St. Louis San Francisco

Robbins & Myers Motors

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